

# Brand Identity Questionnaire

Here are 10 questions which we often use with our clients to help pin down certain aspects of brand identity and help us to better familiarise and understand the businesses we are working with. As well as understanding the products we are helping to sell, we hope to have as much info as possible about target audiences to help our work become even more effective. This exercise works well for any type of business and can often give very interesting insights once read back.

**1. What does your business / product do?** - If you had just 30 seconds to explain your product to a customer, what would you say?

**2. What problem do you solve for your customers?** - What is the purpose of your existence (other than to make money)? What problems are you solving or need are you fulfilling for your customers?

**3. Who are your 3 main competitors (direct or indirect)? What do you like about their presence?**

**4. What about your background or product or service sets you apart from your competitors?** - Why should your prospects buy from you or engage with you? Consumers today are spoilt for choice. could you describe in a sentence or two your USP.

**5. Is there a unique story behind your business or business name or logo?** - People connect through stories. Storytelling is an effective way to create and sell a brand image. We would love to hear the stories behind the business, the products, and the customers. The story creates the customer.

**6. Share 5 adjective or words that best describe your company.**

**7. Describe your ideal customer?**

**8. What is the primary message do want to convey to your customers?** - This does not have to be just a verbal message. This is about how you want customers to feel each time they interact with your business.

**9. Share 5 adjectives or words that best describe your ideal customer.**

**10. Do you have any market research about your ideal client or your product/business?**

We hope this has helped in some way, If you have any need for design work in the future keep this to hand and we are sure it will be usefull.



[www.zeromasscreative.com](http://www.zeromasscreative.com)  
[martin@zeromasscreative.com](mailto:martin@zeromasscreative.com)  
07446 856567