

**BRAND SURVEY**

What are you, the client, all about (what's your philosophy)?

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What are the attitudes or beliefs that shape your business culture?

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How do you, the client define yourself?

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What are five adjectives that best describe the company now?

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If you, the client, were represented by a character, who would it be?

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What makes you, the client, stand out from competitors? What's your edge?

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What's the intangible element you, the client, sells (emotions not facts)?

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How does the company intend or expect to evolve or grow?

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Who is the main target audience (including demographic information)?

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Who should be the main target audience?

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**BRAND SURVEY**

How do people currently perceive the brand? How should people perceive the brand?

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Why should the (potential) audience care about the client?

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What are the biggest challenges to sharing your message?

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What do you, the client, do well?

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What do you, the client, NOT do well?

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List competitive companies and brands.

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List any brands that are effective (local or national, even outside the clients industry).

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