



Branding Questionnaire

Date: _____

Client: _____

Project: _____

In Attendance: _____

Is This a New Brand? Yes No

What does "branding" mean to you? _____

Why do you want (your) brand to mean? _____

What existing brands do you like? _____

How long has (your) company been in business? _____

How many employees are in (your) company? _____

What is (your) brand's demographic (target audience)? _____

What is (your) brand's price point? _____

Retail or Wholesale? _____

Where will (your) brand ID (logo, product) be seen? _____

Who are (your) competitors? _____

What makes (your) product/service special? _____

Notes: