



Corporate Identity Questionnaire

What is a brand?

Your brand is the essence of your company. Brand is not a “swoosh”, a color or a clever phrase. These are only components of a brand. Brand is the effect and lasting impression you leave behind in the marketplace, on retail shelves or the interior of a car, it is the emotional trust and enduring loyalty in products and services won by meticulously upholding business core values and brand principles. Strong brands even define products, as how Kleenex undisputedly describes tissues everywhere.

Your corporate culture and environment is also a component of your brand. Brand begins from the inside out and is easily detected when the two don't connect.

Branding Brief Questionnaire

1. What does your company do?
2. What is your company's mission? (Why do you do what you do?)
3. What problem do you solve for your clients?
4. Describe your target audience in demographic types and in real terms. Who are they? What motivates them?
5. What are your company's strengths? Weaknesses?
6. How are you different from competitors? What is unique about you?
7. Describe the product(s) or service(s) you want to advertise and sell.



8. List the key features of your product or service.

9. Do you provide this service in a specific geographical area?

10. What advantage do you have over your competitor?

11. What benefit does your target audience receive by using your product or service?

12. Why would your target audience hire/choose your brand over the competition?

13. In one or two words, describe what feelings or emotional responses you would like your company's brand to evoke.

14. List any brands, competitors, or websites that you admire and wish you could emulate in some way.

15. Company Name?

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