

Identity & Marketing Strategy Development Questionnaire

An excellent company identity is the cornerstone of a successful business. A strong identity will deliver your company message clearly, confirm your credibility, connect to your target prospects emotionally, motivate buyers, and create concrete loyalty. Developing your company identity is the most important thing you can do for your business. This questionnaire will help us to create an identity based on your current situation and goals.

*Please print and complete this questionnaire, then fax to (541) 412-9759 or mail to:
Cornerstone Graphic Design, PO Box 8133, Brookings, OR 97415.*

Remember to include any clips or examples with reference to what they represent.

Company Profile

Company Name _____

Contact Name _____ Title _____

Mailing Address _____

Phone _____ Cell _____ Fax _____

Contact's Email _____

Company Website _____

1. Describe your company (what you are about) in general.
2. What is the current structure of the company (storefront, web-only, network marketing, home-based, etc.)?
3. How has the company evolved over the past 5 years?
4. What trends (technology, social, media) are effecting the industry and how is the company anticipating them?
5. How does the company sell its products or services (distribution to other stores, internet, word of mouth)?

6. What does the company do well (customer service, low prices)?
7. What does the company do not so well?
8. Who are the important publics (i.e. investors, customers, prospects, communities, etc.)?
9. How does the company currently communicate with them?
10. How does the company's existing graphic identity support management's vision?
11. Is that identity distinct from the competition?
12. Is the company's identity communicated consistently and cohesively in all media (web, tv, ads, stationery, apparel, catalogs, etc)? **Attach samples.**
13. Does the company have specific communications/message objectives?
14. What are they and how has the current identity program been meeting them?
15. What has motivated the company to redefine or redesign its identity?
16. What does it hope to achieve with a new identity program?
17. Use three adjectives to describe how the company should be perceived. (examples: conservative, progressive, friendly, formal, casual, edgy, "green", energetic, humorous, professional)

18. Is that different than the current perception?
19. What do you feel is the biggest challenge in getting this image across to customers?
20. What are three adjectives describing the current perception? Is this good or bad?

Customers ---

1. Who are your ideal customers and where are they (current and prospective)?
What are their problems, needs and wants?
2. What benefit can your company provide these customers that they can't obtain elsewhere?
3. What is your status with these customers now?
4. What is your plan for getting and keeping these customers?
5. What problems must you overcome to get there?
6. What methods, tools and strategies will you use to get there?
7. Who are your (key) competitors?
 - A. What is your assessment of their apparent goals and strategies?
 - B. How is your pricing compared to theirs?
 - C. How does your distribution differ/same as theirs?
 - D. How is your service different/same?

E. Media communication with their customers and other publics?

F. Strengths?

G. Weaknesses?

8. Is there any current marketing research available for your industry?

Advertising/Marketing Specific

1. What new and existing products are to be sold?

2. What are the forecasted sales volumes and goals for your product?

3. Where are the products now in relation to their lifecycle (inclining or declining)?

4. What are the most important factors in a customer's decision to buy the product(s)?

5. What are the characteristics of a typical (or preferred) customer (customer profile)?

6. How are leads generated by sales associates?

7. How are inquiries handled?

8. What is the geographic scope of the advertising/promotion effort?

9. What are the Advertising/Sales Promotion/Collateral systems now in use?

Project Specific

1. Has the company ever worked with a designer or marketing service? Who? Describe your experience.

2. What is the budget for the design/marketing? (Monthly/Yearly?)

3. If the public could come away with just one thought about the company/product/service, what would that be?
4. Two thoughts?
5. Are there existing visual assets (i.e. photos, copy, illustration, etc.) you want to continue to use? Or, visuals you want to avoid using? **Attach samples.**
6. Does this project/identity require photography or illustration?
7. Are there particular graphics or colors that should be used or avoided? Describe and/or **attach.**
8. Are there any restraints or concerns to be aware of?
9. Is there any competitor literature/material available? **Please attach.**
10. Are there any other (industry-related or non-related) print/web pieces the client likes or finds interesting? Describe and/or **attach.**
11. What key factors differentiate the client from their competition?
12. What is the timeline/schedule for this project?
13. How will the new identity be introduced (mail, website, ads, events)? What time frame?
14. What would constitute a successful project? What are the expectations?
15. Are there legal issues that need to be addressed? (i.e. copyrights, trade/servicemark, licenses, etc.)

Thank You. You're on your way to developing your new identity and project marketing strategy!