

Brand Strategy Questionnaire

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Key Details

Brand/Business Name:	
Industry/Category:	
Product/Service Overview: <i>Basic one-sentence</i>	
Stage of Business: <i>(e.g. idea, early, growing, established)</i>	

Part 1 - Fill in the blanks

No fluff. Just complete each line with your own input.

I'd describe our brand in 3 words: __, __, __

We exist because: __

Our audience is sick of: __

We help them: __

What makes us different: __

After working with us, people feel: __

One thing we'd never do as a brand: __

Part 2 - Creative Reflection

Have fun with it. Just jot down whatever comes to mind.

1. Imagine your brand walks into a room. What's its vibe? How does it carry itself?

Insert answer

2. If your brand had a superpower, what would it be?

Insert answer

3. If two dream customers were talking about your brand, what would you hope they say?

Insert answer

Part 3 - Additional Context

Do you already have a tagline or slogan you want to keep? If so, what is it?

Insert answer

Have you done brand work before that you want to keep or build on? If so, please provide details.

Insert answer

Is there anything else you'd like AI to know about your brand/business?

Insert answer