

inzpire.

# Get Grounded Questionnaire



Keep the Get Grounded Questionnaire with you throughout the 3 video series to record your answers to assist you in forming the identity of your brand.

## **PART ONE: THE BIG PICTURE**

**Question 1:** Who are you? And why does it matter?

**Question 2:** How will well-thought-out and thoroughly executed branding add value to your company? And to your customers?

**Question 3:** Why are you moving forward with a brand or rebranding project now?

**Question 4:** If you were to not design or redesign, what impact would that have on your company?

**Question 5:** What is the single most difficult thing in your business today?

**Question 6:** What growth plans do you have? Where do you see yourself in 1 year, 5 years and 10 years?

## **PART TWO: THE BUSINESS**

**Question 1:** What is the name of your business and what is the meaning behind it?

**Question 2:** What does your business do and why does it matter?

**Question 3:** When and how did you start your business?

**Question 4:** What is your mission statement?

**Question 5:** What are your Core Values?

**Question 6:** How do you envision your company expanding?

**Question 7:** Do you have a tagline slogan or motto?

**Question 8:** How do you or will you make a profit? What products or services do you offer and how much do they cost today?

## **PART THREE: YOUR AUDIENCE**

**Question 1:** Who is your target audience (Gender, age group, demographic, income, location etc.)?

**Question 2:** What are their problems, needs and wants? What are they passionate about?

**Question 3:** What kind of cars do they drive? Where do they shop?

**Question 4:** What benefits can you provide your customer that they cannot obtain anywhere else?

**Question 5:** What avenues of communication do you plan on using to connect with your audience?

**Question 6:** If your audience could take away one thing after coming into contact with your brand, what would it be?

## **PART FOUR: THE COMPETITION**

**Question 1:** Who are your competitors or other businesses in your market offering similar products or services?

**Question 2:** What sets you apart from them?

**Question 3:** How do you believe your competitors view your business? How would you like them to view it?

## **PART FIVE: VISUAL FOUNDATION**

**Question 1:** Describe your business in one sentence.

**Question 2:** Describe your business in 2 words.

**Question 3:** Describe your business in one word.

**Question 4:** Is there an important object, building or person that represents you or your business?

**Question 5:** What is the desired personality of your business?

**Question 6:** How would you like your brand to be perceived in each of these areas?

Classic vs. Modern

Luxury vs Economical

Formal vs. Casual

Young vs. Mature

Rugged vs. Refined

Playful vs. Serious

Conservative vs. Progressive

Simple vs. Ornate

**Question 7:** Are there any colors, fonts or images that are your personal preferences that you would like explored? And why?

**Question 8:** Are there any aspects of your business that could be portrayed as visuals or are there any cliches that should be deemphasized or avoided?

## **PART 6: BRAND THROUGH THE SENSES**

**Question 1:** What does your brand sound like?

**Question 2:** What does your brand smell like?

**Question 3:** What does your brand taste like?

**Question 4:** What does your brand feel like?

**Question 5:** What does your brand look like?