

higher agency

Please complete this brand questionnaire to the best of your abilities. Give as many details as possible! If any questions arise, feel free to contact us using the information listed at the bottom of this form.

Section One: General Brand Information

Q: What is your brand's name?

A:

Q: Is there a unique story behind the name?

A:

Q: What is the brand mission statement?

A:

Q: What is/are the brand vision statement(s)?

A:

Q: Please give an overview of your products or services.

A:

Q: What adjectives do you want people to associate with your brand?

A:

Section Two: Brand Culture & Client/Customer Experience

Q: Who is the brand's ideal client?

A:

Q: Who is the brand's ideal client avatar? Create a persona, including likes/dislikes, profession, etc.

A:

Q: Walk us through the client/customer journey. How do they feel before/during/after working with you or buying from your brand?

A:

Q:What are your brand's core values?

A:

Q: What sets your brand apart?

A:

Section Three: Brand Positioning

Q: Who are your competitors? What do you admire or dislike about these competitors?

A:

Q: What other brands in your industry do you admire? What do you admire or dislike about those brands?

A:

Q: What other brands outside your industry do you admire? What do you admire or dislike about those brands?

A:

Section Four: Brand Aesthetics

Q: What three adjectives would you use to describe how you want your brand to look?

A:

Q: Are there colors or symbols you particularly like to see in the brand design? Anything to absolutely avoid?

A:

Section Five: Brand Awareness

Q: How and where will your ideal client interact with your brand?

A:

Q: Will you be marketing on social media platforms? If so, which ones?

A:

Section Six: The Important Stuff

Q: What media platforms are you interested in growing? Instagram, TikTok, Twitter, YouTube, website?

A:

Q: Do you have any specific goals that you hope to achieve through these media channels? i.e. follower growth, increase in conversion rate...

A:

Q: Do you have a budget in mind?

A:

Q: Anything else we should know?

A:

Thank you for completing the Higher Agency brand questionnaire. We will do our best to get back to you within 48 hours, but you can always reach us at:

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