



Jason Wiggins Creative, LLC  
Engagement Questionnaire

Client Name  
Month 00, 0000

This branding framework is built to flex around your needs. It is not a rigid set of questions that must be answered.

The goal isn't to check off all the boxes. Instead, we want to start an informed, objective conversation that leads to unique insights that set your brand apart.

The questions start with a wide view of your industry then get more specific as we look at your competition, customers, and finally your brand. It's easier to take an objective look at yourself after analyzing the environment in which you operate.

Feel free to answer directly in the space provided. Or, if you would like more space, respond with an email or Word Doc with the question number and answer.

Answer as many or as few questions as are relevant. **The 13 questions in bold blue on pages 20 - 25 should be answered. However, the more questions you answer, the more insights we may glean.** We can help you fill in the blanks. Then, we'll be taking an outsiders view of your answers to validate or challenge your perceptions.

The results of this exercise will get us to the heart of your brand and help establish an initial timeline and creative brief.

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INDUSTRY  
QUESTIONNAIRE

# GETTING TO KNOW YOUR INDUSTRY

1. What market is your brand in?
2. How big is your market?
3. Where is the market lifecycle?  
(introduction, growth, maturity, decline)
4. What is the primary driver in this market?  
(quality, lifestyle, heritage, convenience, amenities, etc.)
5. How is the health of the market?
6. Is the market over-served or under-served?
7. Will technology, regulations, innovations, materials, labor, or geopolitical forces be disrupting the market or offering anytime soon?



# GETTING TO KNOW YOUR INDUSTRY - SWOT

	HELPFUL	HARMFUL
INTERNAL FORCES	STRENGTHS	WEAKNESSES
EXTERNAL FORCES	OPPORTUNITIES	THREATS





COMPETITOR  
QUESTIONNAIRE

# GETTING TO KNOW COMPETITOR 1

8. Competitor name.
  
9. What are their primary offerings?
  
10. Cost and quality of product or services.
  
  
  
  
  
  
  
  
  
  
11. Features, qualities, and benefits of their offerings.
  
  
  
  
  
  
  
  
  
  
12. What is their Value Proposition?
  
  
  
  
  
  
  
  
  
  
13. What is their unique selling point (USP)?

A **value proposition**, or benefit, is a promise of value to be delivered. It may include actual results from previous jobs. Typically a short paragraph.

A **unique selling point**, or reason to believe, differentiates a brand from its competitors. Examples are innovations, first of its kind, highest quality, specialty, guarantee, process, etc.



## GETTING TO KNOW COMPETITOR 1 - CONTINUED

14. How do they brand themselves?

15. What messages and visuals do they use?

16. What marketing efforts are they undertaking?

17. Similarities to your brand.

18. Differences from your brand.





## GETTING TO KNOW COMPETITOR 1 - CONTINUED

19. How are they viewed, reviews, mentions?

20. Why would a customer choose them over you or vice versa?

21. Who are their users?



## GETTING TO KNOW COMPETITOR 2

22. Competitor name.

23. What are their primary offerings?

24. Cost and quality of product or services.

25. Features, qualities, and benefits of their offerings.

26. What is their Value Proposition?

A **value proposition**, or benefit, is a promise of value to be delivered. It may include actual results from previous jobs. Typically a short paragraph.

27. What is their unique selling point (USP)?

A **unique selling point**, or reason to believe, differentiates a brand from its competitors. Examples are innovations, first of its kind, highest quality, specialty, guarantee, process, etc.



## GETTING TO KNOW COMPETITOR 2 - CONTINUED

28. How do they brand themselves?

29. What messages and visuals do they use?

30. What marketing efforts are they undertaking?

31. Similarities to your brand.

32. Differences from your brand.



## GETTING TO KNOW COMPETITOR 2 - CONTINUED

33. How are they viewed, reviews, mentions?

34. Why would a customer choose them over you or vice versa?

35. Who are their users?



## GETTING TO KNOW COMPETITOR 3

36. Competitor name.

37. What are their primary offerings?

38. Cost and quality of product or services.

39. Features, qualities, and benefits of their offerings.

40. What is their Value Proposition?

A **value proposition**, or benefit, is a promise of value to be delivered. It may include actual results from previous jobs. Typically a short paragraph.

41. What is their unique selling point (USP)?

A **unique selling point**, or reason to believe, differentiates a brand from its competitors. Examples are innovations, first of its kind, highest quality, specialty, guarantee, process, etc.



## GETTING TO KNOW COMPETITOR 3 - CONTINUED

42. How do they brand themselves?

43. What messages and visuals do they use?

44. What marketing efforts are they undertaking?

45. Similarities to your brand.

46. Differences from your brand.



## GETTING TO KNOW COMPETITOR 3 - CONTINUED

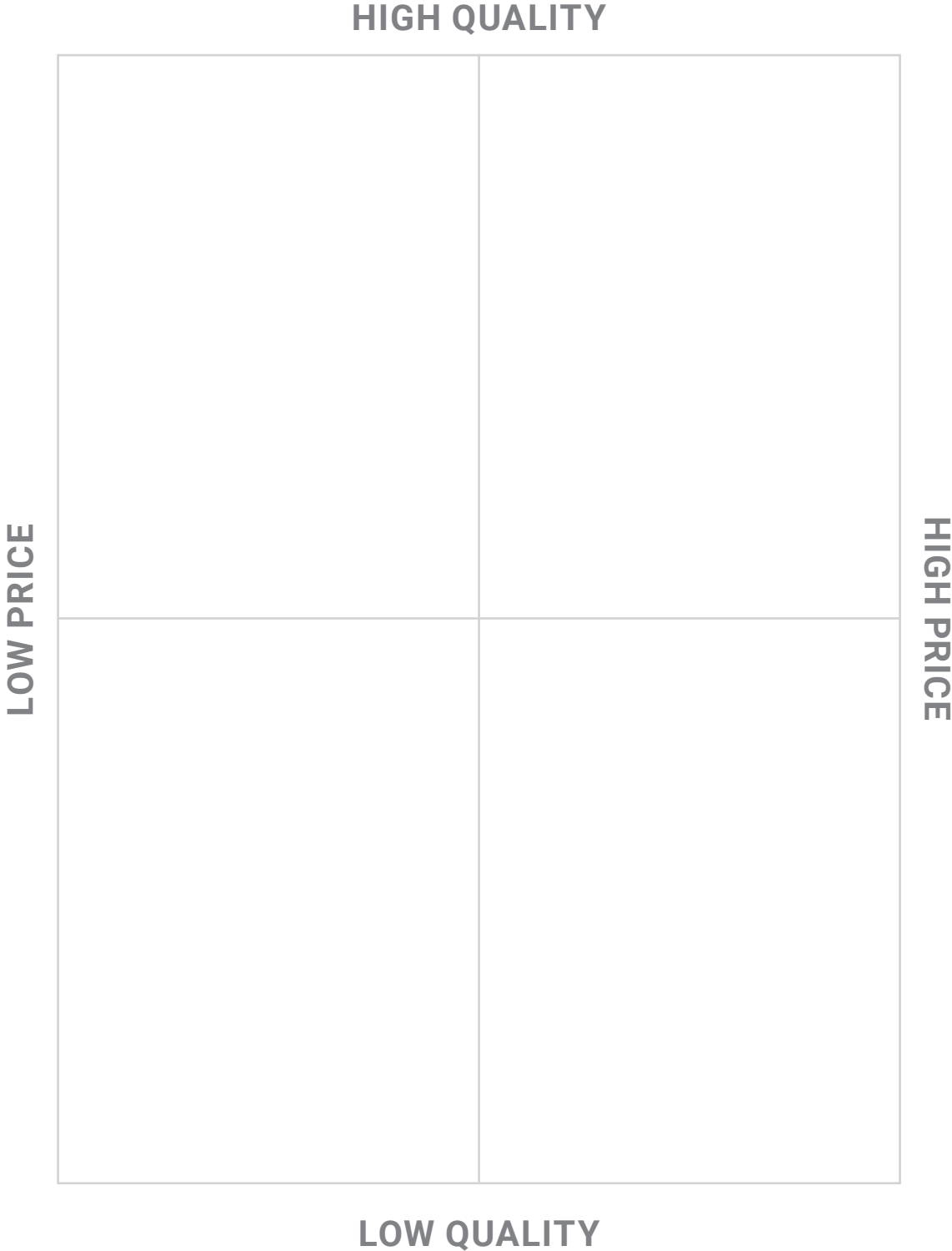
47. How are they viewed, reviews, mentions?

48. Why would a customer choose them over you  
or vice versa?

49. Who are their users?



# COMPARING COMPETITORS - PRICE AND QUALITY







CUSTOMER  
QUESTIONNAIRE

# GETTING TO KNOW YOUR CUSTOMERS

50. Our customers could be described as (general):

Additional persona worksheets available at the end of this document.

51. We help our customers:

52. We make our customers feel:

53. Why would a customer choose you over them or vice versa?





YOUR BRAND  
QUESTIONNAIRE

## GETTING TO KNOW YOUR STRUCTURE

**54. Company name.**

55. Brand architecture, if any?

**56. What are your primary offerings?**

**57. What is your competitive position in this market?**  
(quality, lifestyle, heritage, amenities, convenience, etc.)

**58. Purpose (Mission): Why do you exist? What do you do?**

**59. Promise (Vision): How does the purpose  
become a reality?**

60. Potential. Do you have the resources to obtain the  
promise and purpose, or do you need to reevaluate?



## GETTING TO KNOW YOUR PERSONALITY

**61. Values: What does your brand believe in?**

**62. Our personality or that special something that sets us apart is:**

**63. We are best described as:**

64. Our brand loves:

65. Our brand loathes:



# GETTING TO KNOW YOUR MESSAGING

66. Brand history.

Here we are going to start with the broadest view of your brand, and then step by step; we will distill that message to its essence.

67. Features, qualities, and benefits of your offerings.

A **brand history** is more than something that was whipped up in a marketing meeting. You are also not the only author. It's where you've been, what you believe, what people say about you when you're not in the room, your successes and your stumbles, the quality, and authenticity of customer engagement, etc.

**68. Value proposition?**

A **value proposition**, or benefit, is a promise of value to be delivered. It may include actual results from previous jobs. Typically a short paragraph.

**69. What is your unique selling point (USP)?**

A **unique selling point**, or reason to believe, differentiates a brand from its competitors. Examples are innovations, first of its kind, highest quality, specialty, guarantee, process, etc.

70. Elevator Pitch.

An **elevator pitch** is 1 -2 sentences that efficiently communicates what you do and for who you do it.

71. Slogan.

A **slogan** is the most distilled essence of who you are, what you do, who you serve, benefits, lifestyle, etc. "Just do it" and "The real thing." speak to the brand essence, but they are so refined that without context, they may not communicate.



## GETTING TO KNOW YOUR GOALS

**72. What are your goals from this rebrand?**

73. What challenges do you foresee hitting those goals?

**74. What measurables will indicate your goals have been met?**

75. Where do you see your organization in 1, 5, 10 years?



# UNDERSTANDING YOUR BRAND - SWOT

	HELPFUL	HARMFUL
INTERNAL FORCES	STRENGTHS	WEAKNESSES
EXTERNAL FORCES	OPPORTUNITIES	THREATS





## LOGISTICS

76. What departments/personnel are stakeholders in this project?

77. Who are your primary decision-makers?

78. Who has final sign off?

**79. Will all stakeholders, decision-makers, and approvers be involved from the start? If not, why, and can we change that?**



## LOGISTICS - CONTINUED

80. Are there any foreseeable hurdles?

81. What else might be beneficial for us to know?

82. Do internal policies and procedures help or hinder the overall mission? Is funding for the creation and management of the brand sufficient?

83. Have brand standards been established?

84. Is anyone in charge of brand consistency? If so, is this a person of power and is their opinion heeded?





## Additional Worksheets

The following pages contain questions and exercises to help get you over any creative speed bumps as well as gain empathy for customers and additional brand insights.

# GETTING TO KNOW YOUR CUSTOMERS - PERSONA 1

85. Name

86. Demographics

87. My unique story

88. My goals and objectives

89. My pain points



## GETTING TO KNOW YOUR CUSTOMERS - PERSONA 1 - CONT.

90. My needs

91. Value propositions that matter to me

92. I want to hear the following message

93. I want to be addressed in the following tone

94. I prefer the following channels of communication



# GETTING TO KNOW YOUR CUSTOMERS - PERSONA 2

95. Name

96. Demographics

97. My unique story

98. My goals and objectives

99. My pain points



## GETTING TO KNOW YOUR CUSTOMERS - PERSONA 2 - CONT.

100. My needs

101. Value propositions that matter to me

102. I want to hear the following message

103. I want to be addressed in the following tone

104. I prefer the following channels of communication



# GETTING TO KNOW YOUR CUSTOMERS - PERSONA 3

105.Name

106.Demographics

107. My unique story

108. My goals and objectives

109. My pain points





## GETTING TO KNOW YOUR CUSTOMERS - PERSONA 3 - CONT.

110. My needs

111. Value propositions that matter to me

112. I want to hear the following message

113. I want to be addressed in the following tone

114. I prefer the following channels of communication



# GETTING TO KNOW YOUR CUSTOMERS - PERSONA 4

115. Name

116. Demographics

117. My unique story

118. My goals and objectives

119. My pain points



## GETTING TO KNOW YOUR CUSTOMERS - PERSONA 4 - CONT.

120. My needs

121. Value propositions that matter to me

122. I want to hear the following message

123. I want to be addressed in the following tone

124. I prefer the following channels of communication



# BRAND IDENTITY EXTENSIONS

125.Brand as product

**Thinking of your brand in abstract forms can uncover hidden insights. For example:**

**Brand as product** can help uncover intangibles such as price point, quality, etc.

126.Brand as person

**Brand as person** can help when developing language to create emotional bonds with customers

127. Brand as organization

**Brand as organization** defines your business culture.

128.Brand as symbol

**Brand as symbol** helps to distill the essence of your brand into a simple visual symbol and can even help with messaging.



# PYRAMID BRAND FRAMEWORK

