

How are they better/worse than your product/service?

Example: CAT and Timberland have strong brands. We are less well known. CAT is masculine, we are not, but want to be. Timberland has a very natural feel to it. We want to have that too. We have a bigger history and we are more serious about our product than these two brands. / The JiuJitsu training center has been operating for almost 10 years, they have a well established name and they are seen as professionals, we want that too. We are much more self defense oriented, unlike our competitor who is more involved in competitions and show off stuff.

YOUR TARGET

Who is your customer?

Example: Mainly hobby hikers and a few professionals as well.
/ All kinds of people between the ages of 18-35.

If your customer was a cartoon character who would it be?

Example: Ha ha, I would say Nemo / Courage the Cowardly Dog

CURRENT IDENTITY

Do you already have an identity?

Example: Yes / No

What do or don't you like about it and why?

Example: I like the colors, but the boy scout around the fire is not serious or trendy. / N/A

That's all, wasn't too hard was it?

although you may think some of these questions are a bit out there, they help paint a picture for the designer so we can construct a brand as unique as your business.

GENERAL QUESTIONS ABOUT YOUR BUSINESS:

What is your business?

Example: We make shoes. / We teach Kung-Fu.

How old is your company?

Example: More than 50 years old. / Started up just 9 month ago.

Size of your company?

Example: 200 employees in 4 countries. / Just me and my brother.

Your business in one sentence?

Example: We make hiking shoes for families and professional hikers.
/ We will teach you how to defend yourself with anything that you find.

Your business in two words?

Example: Hiking shoes. / Self defense.

Your business in one word?

Example: Hiking / Defense

A little more in depth

How did you start the company?

Example: My granddad had to go up hill 5 kilometers every day in WWII. He perfected the army shoes for 3 years and after the war he founded our company. / My little sister was mugged on her way home from school and ended up in wheel chair for 2 months because she couldn't defend herself. So I decided we had to teach her and others self defense, so that would never happen again.

Is there a story that is unique to your company?

Example: Actually Edmund Hillary wore a shoe my granddad made in 1953 when conquering the Mount Everest. / One of our students became a police officer after she managed to kick a burglar out of a friends house on a sleep over.

If your company/brand was a person who would it be?

Example: Columbus, because he was an adventurer always looking for new ways of doing the same thing. / Bride from Kill Bill.

If your company/brand was an object what would it be?

Example: I don't know, maybe a compass...
/ Hmm, that egg protecting carton

If your company/brand was an animal what would it be?

Example: Camel / Tiger

Is there an important object or person in your business?

Example: Our original factory in Graz is painted bright pink and people always joke about it. / We have Bruce Lee's nunchaku displayed at our training hall.

What do you wear to work?

Example: Jeans and t-shirt / Traditional black dress with a wide red belt.

The market

How does the market see your company today?

Example: They think we're a well established company with good products. / They think it's a small family business.

What aspect of your image needs improvement?

Example: People think we are old school. / We are seen to be semi professional.

How do you want your image to be seen in 2 years?

Example: We want to be seen as a company with traditional values but using the latest technology and materials. / We need to be perceived as a professional organization you can trust with self defense training.

Who are your competitors?

Example: CAT, Timberland and other smaller companies.
/ There is one JiuJitsu training center nearby.

