



BRAND INTAKE QUESTIONNER

Welcome! Our team's goal is to help you realize your dream! The first element in DREAMCATCHER's "True North" Formula is to help you gain brand clarity. To this end, please take a few minutes to answer the questions below:

Marketing Mix

Let's get started! Please review these marketing mix elements, which **will serve as building blocks for the next steps.**

Branding: Definition, Values, Promise, Identity, Differentiation, Positioning, Messaging, Narrative, Experience.

Marketing Plan: Campaigns, Press Releases, Kick-off Events, Sales Strategy & Pricing, Insights & Surveys, Direct Mail, Paid Advertising.

Digital & Communications: Website, Social Media Strategy, Google My Business + Google Package SEO, Email Communications, Banner design.

Collateral & Merch: Brochures, flyers, postcards, business cards, rollup banners, backdrops.

Your Brand in General

- How would you describe what you do in 20 seconds or less?
- What benefits do you provide your clients? What value should clients in your industry receive? Please list a minimum of three (3).
- How do you position yourself in your market? Difference to other brands?
- If your brand had a personality, how would you describe it? Place an “x” where you want your brand to fall on the spectrum below:

Sample --x----- Sample

Traditional-----	Progressive
Exclusive -----	Accessible
Corporate -----	Friendly
Serious -----	Fun, Playful
City, Urban -----	Natural
Familiar -----	Disruptive
Steady -----	Dynamic
Realistic -----	Idealistic
Sleek -----	Grunge or Vintage

Important: Please list your products and/or services and a brief description of each.

Inspirations & Competitors

- What colors and images reflect your brand? Which ones DO NOT?
- What are some other brands you admire, and why?
- What brands do you not like, and why?

Customers & Audiences

- Who is your dream/ideal client?
- How would you want your clients to describe you?

References: Brands, Logos, Websites, Social Media Profiles

Please list any visual references you really like and tell us why!

Please list any visual references you **do not** like and tell us why!

Anything else you would want your marketing dream team to know?



For Logo Design Only

Type of logo: Abstract mark, emblem, letter mark, pictorial mark, wordmark.

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Yay! You are done completing this initial basic assessment. But this is just the beginning, as together we are finding your brand's essence and True North!

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