



EMAIL ME YOUR ANSWERS

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- 1 What is the name of your company, and who are its stakeholders?
- 2 What is the meaning behind the name you chose (and logo design, if you currently have one)?
- 3 What sub-brands currently exist within your company?
- 4 Can you sum up your company's mission/value statement?
- 5 How would you characterize your brand?
- 6 What celebrity or historical figure would you choose to endorse your brand?
- 7 What country might your brand represent if it were on a flag?
- 8 How would you characterize the "tribe" the followers of your brand belong to?
- 9 If your brand was a car, what model would it be?
- 10 Where would your brand shop for clothing, or what label would it wear?
- 11 What style of furniture or architecture would best represent your brand?
- 12 What are your key selling points?
- 13 What is the one thing your brand is best known for?
- 14 If you could say only one word about your brand, what would that be?
- 15 What need does your brand aim to fulfill in this market? What unique value does your brand bring to your customers?
- 16 What kind of confidence does your brand aim to inspire (e.g. protection, comfort, knowledge, achievement, business growth, humanity, etc.)?
- 17 What success put your company on the map in the first place?
- 18 What are people's current opinions of your company?
- 19 What are your brand's strengths and weaknesses?
- 20 What are your opportunities and threats?
- 21 How would you describe your industry?
- 22 What inspired you to become a part of it in the first place?
- 23 What kind of market research have you done (surveys, research, interviews, observations)?
- 24 Who is your target audience?
- 25 What work disciplines, product category, or end consumer defines your target?
- 26 What demographic measures can you use to describe your target (age range, income, education level, etc.)?
- 27 What does your audience aspire to be?
- 28 Does the way you've characterized your brand appeal to the needs and desires of your audience?
- 29 Are there other companies selling the same or similar product/service as you?
- 30 How would you describe your competition?
- 31 What kind of brand does your competition aspire to be?
- 32 Where do you fit in with your competition? Who's better than you? Who's worse?
- 33 How are you different?
- 34 How are you better?
- 35 How will you stand out even more?
- 36 In what areas do you need to improve?
- 37 Describe your project.
- 38 When does it need to be done?
- 39 What kind of budget have you allocated for design?
- 40 Who is the main point of contact and final decision maker?
- 41 What is the project's reach (e.g. local, national, captive, special interest, mass-market, etc.)?
- 42 How long do you expect this design to be effective or relevant?
- 43 What is prompting you to undertake this project right now? Define the problem this project should solve.
- 44 What is the objective of this project? Describe your intended solution.
- 45 How will you gauge success for this project?
- 46 How does this figure into the larger scope of your marketing strategy?
- 47 What is the key message that you want to communicate to the viewer?
- 48 What emotions do you want this design to trigger?
- 49 What response or call-to-action do you need to succeed?
- 50 Can you reference any previous successful design solutions or campaigns you have used?
- 51 Is there a particular design approach you would like us to explore, and why?
- 52 What do you not want to see?
- 53 What specific information and materials are necessary to complete this project?
- 54 Do you have existing brand requirements we should follow (also consider any other brands you work with)?