

## **Branding Questionnaire**

for Development of a New or Updated Identity Program

The purpose of these questions is to generate enough information to create an identity program that reflects your organization's goals, values, and mission.

A strong and clear brand can significantly influence opinions, behaviors, and impressions created by the many activities of your organization. Often, it is not only the first impression made on the public, it is the lasting impression.

By answering these questions, the organization is ensuring a clear and concise message to its public.

1. Summarize the purpose of the organization.
2. How is this purpose accomplished?
3. Why do you want to rebrand?
4. What group of people is the primary audience for the rebrand? (Please be specific about demographics and interests.)
5. Are there secondary audiences? (Please be specific and rate them in order of importance.)
6. What specific business goals does your organization have that would be bolstered by rebranding?
7. Are any of these measurable? If so, please explain how.

8. What are some of the negative perceptions of your organization or its work that rebranding could dispel?
9. What might your target audience get confused about when they think of your organization?
10. Are there other problems or challenges within the organization for which branding could help address?
11. Who are your competitors for your audiences' attention and what (perceived) strengths do they have?
12. Based on the answers from the questions above, what are the 3-4 key messages you feel it is most important for your audiences to know about your organization?
13. What qualities or emotions do you want various target audience to associate with CHI (for example, warmth, passion, understanding, respect)? Please mark them on the separate sheet attached.
14. How long of a shelf life do you think this identity program could/should have?
15. What will success look like once the branding is completed?
16. What is your name and relationship to the organization?