



IDENTITY QUESTIONNAIRE

INTRODUCTION

EFFECTIVE COMMUNICATION IS THE KEY TO A SUCCESSFUL PROJECT.

The Vivid Creative Identity Questionnaire will paint a picture of your business to help us understand your business, goals and expectations.

Please complete this document to the best of your ability.

If there is a question or section that doesn't make sense or doesn't apply, feel free to leave it blank.

CONTACT INFORMATION

Your name:

Your business or organisation name:

Your email address:

Your daytime phone number (including area code):





GENERAL BUSINESS INFORMATION

What is your business?
(Example: We make shoes.)

How old is your company?
(Example: More than 50 years old.)

Size of your company?
(Example: 200 employees in 4 countries.)

Your business in one sentence?
(Example: We make hiking shoes for families and professional hikers.)

Your business in two words?
(Example: Hiking shoes.)

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)





YOUR TARGET

Who is your customer?

(Example: Mainly hobby hikers and a few professionals as well.)

How does the market see your company today?

(Example: They think we're a well established company with good products.)

What aspect of your image needs improvement?

(Example: People think we are old school.)

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.)

Who are your competitors?

(Example: Qantas, Bonds and other smaller companies.)

THANK YOU!

PLEASE SAVE THIS DOCUMENT AND EMAIL IT BACK TO VIVID CREATIVE AT YOUR EARLIEST CONVENIENCE TO GET STARTED.

RETURN TO: BRANDING@VIVIDCREATIVE.COM.AU

