



Greetings,

Dentists, celebrities, vaccines, religions, water, ride shares, orange juice, and toilet tissue are all brands. Whether a brand became a brand strategically or intrinsically, the end result is the same. A brand is a combination of factors that clearly sets a businesses product or service apart from another. A business takes on average 2 years to build. A brand takes an average of 5 years to build. You can have a successful business doing government contracts and never be a brand or you can become a large brand like Apple or McDonalds with consumer demand all over the world.

PLEASE TAKE THE TIME TO ANSWER THE FOLLOWING QUESTIONS TO THE BEST OF YOUR ABILITY AS TO GIVE BEN ARDEN INSIGHT TO THE STATUS OF YOUR BRANDS STATUS. YOUR BRAND IS LIKE A CHILD AND NO ONE KNOWS YOUR CHILD BETTER THAN YOU. AFTER COMPLETION DOWNLOAD AND EMAIL TO BARINZE@BENARDEN.COM AND YOU WILL BE CONTACTED IN 2-3 DAYS.

Company Name:

Contact Personal:

Address:

City:

State:

Zip:

Phone:

Fax:

Email:

1. How long have you been in business?
2. Do you have a business name? If so, please provide.
3. Is your business incorporated?
4. Does your business have a logo?
5. Is your business name and or logo trademarked?
6. Is your business name trademarked internationally via the Madrid protocol?
7. Do you have a website and social media? If so, please provide the links.

8. Is your business a product or a service?
9. Do you have a physical store?
10. If a product, do the products change over time, seasonal or consistent?

WHO ARE YOU?

Your Organization & Mission:

What is your mission statement or purpose?

What types of products and services do you provide?

What is your positioning statement or specific purpose?

(This is a statement of who your target market may be and how you want your business to be viewed by this target market)

What is your value proposition? How do you solve your customers' problems?

(This should summarize why someone should buy your product or invest in your services).

Benefit of your product/service: Does it save your customers money? Does it help them increase ROI? Think about how exactly you're helping your target audience.

What's Your Story?

A brand story includes both your literal history -- such as how and why you were founded -- and the story of the role you play in your customer's life.

Your brand's story should ultimately make your customer a hero. Perhaps you're able to make them more effective at their jobs, so they receive tons of compliments from their boss. Maybe your mortgage products help them purchase their first home and start a family. This story can be an important basis for your brand identity and marketing content.

What is your Brands Personality?

Brand personality is defined as a "human set of characteristics" that are connected to a brand. Brands with a strong, well-defined personality instantly win some like-ability points because customers are able to relate to them on a personal level.

Human personalities are rarely single-faceted. Brand personalities shouldn't be, either. When you are in the beginning stages of defining your personality, it may be helpful to think in terms of archetypes. Some household brands and associated personality archetypes could include:

- Apple: Rebel
- Taco Bell: Jester
- REI: Outdoors-lover
- Target: Bold
- Subway: Optimist
- Whole Foods: Peace-lover

What are 5 Words that Describe Your Brand?

An important exercise towards defining your brand's identity can be developing a list of five adjectives that describe your brand's personality, look, and voice. If Chik-Fil-A were to create a list, their five words might be: Quality, Consistency, Values, Customer Service, and Commitment. What drove your CEO to start your company in the first place? How is your company different? By examining the values that run through your company, you can begin to develop a list of descriptive words.

How does your brand's image fall between these opposing characteristics? Please choose a number between 1/10 next to each.

- **Masculine - Feminine**
- **Simple - Intricate**
- **Grey - Colorful**
- **Conservative - Extravagant**
- **Approachable - Authoritative**
- **Necessity - Luxury**
- **Fun - Serious**
- **Professional/Casual**
- **Modern/Classic**
- **Sporty/Elegant**
- **Extreme/Safe**

CUSTOMERS

Who is Your Ideal Customer? (if your brand hasn't developed buyer persona profiles or robust profiles of your ideal customers, this is the first place to start. Your buyer personas should shape almost every aspect of your brand).

What markets do you serve?

What is your current market position and market share? For example, are you the largest company? A smaller player? Middle of the pack? A regional leader? An upstart? A newcomer?

What market position do you want to achieve? Who do you want to be?

How much awareness is there of your brand in your marketplace?

Who buys your products and services? Age? Race? Economic Class?

What specific problems are customers trying to solve when they turn to your business?

How do customers choose suppliers like your business? What factors are most important to the buying decision?

Why do people choose to do business with your company rather than your competitors?

What do customers and others experience when they interact with your company on a day-to-day basis? How do you make people feel?

How would your customers describe you?

How Do You Make Your Clients Feel? (When your most satisfied new customers communicate with your sales or account management team, what do they have to say? Listening to the interactions of new, satisfied customers can reveal a wealth of information about how you make your customers feel.) Do they express:

- Relief?
- Inspiration?
- New-found energy?

The most frequent positive emotion your customers associate with your company is critical information for building a brand identity.

Why Do Your Clients Trust You?

Conducting customer interviews or talking to your sales team can be an important tool for learning why your customers ultimately pick your company. The factor that leads to prospect

trust and customer conversions can provide important clues to your brand identity. Your company's unique trust factor could be:

- Transparency
- Expertise

What is Your Audience's "Language"? (What are the words and terminology your customers use to describe your industry, products, and services? There's a good chance they don't head to Google to search for "enterprise productivity solutions." Chances are, they're looking for "startup apps," or "time-tracking apps.")

How Do You Interact with Customers? (The voice you use to interact with customers via social media and content marketing is an extension of your brand voice. Are you humorous, or straight-to-the-point? Do you respond to questions with experience, or links to peer-reviewed studies? Your brand guidelines should include instruction for social media and customer interactions, in order to deliver a consistent brand experience.)

COMPETITION

Your Competition?

Competitive analysis can be a helpful first step towards developing any marketing strategy. Brand identity is no exception. The branding lessons you can glean from your competitors can vary significantly according to your industry, and the level of competition you're facing.

What Brands Do You Admire? Please list 5 Often times these are your Competitors.

You don't need to look towards brands with similar products, services or customers. Developing a list of brands you admire can offer various types of lessons that can be helpful. Perhaps you admire Boxed Water for their values-forward branding and minimalist aesthetic. Maybe you're a huge fan of Zappos for their intense focus on company culture and customer service. These concepts can be translated to companies in a different sector.

- 1.
- 2.
- 3.
- 4.
- 5.

How are You Different?

What does your brand offer that your competitors can't?

WEBSITE

Your website is your online store front. Without it, your awareness will be dramatically decreased and your competitors will absorb any market share and reduce the sales you could be generating. Below are a few questions to help Ben Arden understand your web development needs and enhancements.

1. What is the name of your Product or Service?

2. What kind of visitors are you expecting on your website?

Income

Interests

Gender

Age

3. Please list the names of two or more of your competitors and describe how are you differ from them?

1.

2.

4. What actions do you want visitors to take on the site?

5. What is your deadline for completing the site and your budget?

Dealine

Budget

6. Any specific features you would like included?

Log in ability

Calendars

Video

Contact form

Forums

Blog

Subscription services (RSS, email or newsletters)

Other

7. Please list the names of three sites that you like and what do you like about them?

1.

2.

3.

8. Do you have any color preferences, existing brand colors, and/or colors you do/not wish to include?

include

Do not include

9. What do you NOT want on your site in terms of text, content, color, graphic elements?

1.

2.

3.

10. Imagine your website in 5 years from now. Complete the sentence: I know my website works because

11. Do you need to be able to update the website on your own? (CMS)

Yes

No

12. Will this be an e-commerce website? Will you be selling any products or taking payments on your website?

Yes

No

13. Do you have all images that you would like to be included in your website or would you like the designer to secure images for you?

Yes

No

14. Do you already have a domain and host setup for your new website? If so, do you have the FTP and host log in information accessible?

Yes

No

15. Do you need advertising / marketing strategies for your website?

Yes

No

16. Do you have content or any idea of how many pages you will need?

Yes

Pages

No