



Webtage

CONSIDERING A NEW BRAND IDENTITY?

A Quick Guide To Get You Started

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2
4

LAUNCH



OPTIMIZE



GROW

BUSINESS POSITIONING

AND BRAND

DEVELOPMENT

QUESTIONNAIRE

We want to understand your business and your target audience well so we can create an authentic brand story, messaging, and collaterals to appeal to your audience. For us to do this most efficiently, we request that you use simple, easy-to-understand language to answer the questions included in this questionnaire. Though some technical terminology is unavoidable, please minimize use of jargons.

Company & Product

In a sentence or two can you describe your business purpose?

State the PROBLEM that your product or service solves. Try to add use cases to illustrate how your solution would solve that problem.

What is unique about your business? How do you stand apart from your competition?

How would you describe your point of uniqueness in three words or less?

Target Audience

Who is your primary target audience?

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What functional benefits do you provide them? (reliability, speed, cost, etc.)

What emotional benefits do you provide them? (How do they feel about what you do?)

The Core

What does the marketplace misunderstand about you (in case of Aigo, what could it misunderstand about you)?

If your business were a person how would you describe him or her?

What motivates you?

What are your hopes and dreams for your business this year?

Visual Brand

What do you like about your existing visual identity (logo, colors etc.)?

What do you not like about your existing visual identity?

Who inspires you? Share two-to-three links of brands visuals that inspire you and tell us why you feel this way.

Visually what don't you like? Share two-to-three links of brands who you think don't quite hit the mark and tell us why you feel this way.

What three words should describe your brand's new visual look?

What are your most important do's and don'ts for your visual identity?

What energizes and ignites you outside of work. Tell me at least three hobbies, people or things that you just can't live without.

Website

What is your main objective from a website design / redesign?

What are 2-4 key visitor takeaways from the website?

How would you want the audience to feel after they visit the website? (intrigued, wanting to learn more, feel informed, inspired etc.)

Words of inspiration that you would like to leave the visitor with?

Name 3 competitor websites that you like, stylistically and conceptually

Name 2-3 competitor websites that you do not like.

What is the desired overall tone/feel of the new website (Highlight the ones that apply)

Formal/scholarly

Fun/young

Corporate/trustworthy

Creative/artsy

Classic/elegant

High tech/interactive

Trendy/cutting-edge

Classic/prestigious

Futuristic/unique

Others?

About Webtage

Webtage is an award-winning design, build + market firm that delivers meaningful digital experiences to drive top line growth and operational efficiencies.

Our industry-certified digital team delivers sophisticated web experiences, software solutions and marketing campaigns by leveraging cutting-edge technologies, delightful UX and powerful marketing propellers to provide consistent ROI.

Our experience spans 75+ websites, 100+ marketing campaigns and 50K+ leads generated across multiple industries, including B2B, construction, higher education, hi-tech, hospitality, medical and more.

Learn more by visiting us at www.webtage.com or contact us at info@webtage.com