

Brand Identity Questionnaire

Writing a Design Brief clarifies your thinking upfront so we can start working with a complete picture. The perfect brief should be so complete that if you disappeared for the duration, the end result would be pretty close to what you wanted.

PART I: Overview

Project Title

Briefly describe the project in one sentence.

Background

Why are you doing this project?

How is it connected to other activities?

What's going on in the marketplace?

What are your competitors doing?

Deliverables

What are the resulting assets at the end of the project?

Provide complete contact information for your company's main office(s).

Provide complete contact information for persons in your company involved in the assignment, management and decision-making in brand identity and package design.

What is your company's total annual budget for such initiatives?

Part II: Target Consumer

Strategic Target

Who do you want to reach? This is the subset of the total population that you want to target. For example: Women, 18-49 years old.

Prime Prospects

This is a more specific subset of your strategic target, from whom you expect best response to marketing. For example: Women who go to a fitness club 2X per week.

Insights into Targets

Ideally, results of research or focus groups. Otherwise, anecdotal insights based on experience. Examples: They are skeptical of... They resonate with... They are concerned about... et cetera.

Brands

Participating Brands

List the brands and sub-brands involved.

Brand Character

If your brand were a person, what key words about their character would you want to emphasize? Example: Beautiful, flirty, aspirational.

Positioning Strategy

Umbrella Positioning

For example: Leveraging an existing brand to extend or launch a new product line

Segment Positioning

For example: Good, Better, Best.

Communication

Benefit or Unique Selling Proposition (USP)

Define what compelling benefit you offer to your consumer. Short and to-the-point. For example: ThermaSilk helps you get the look you want and the protection your hair needs.

Reason To Believe (RTB)

Backup your USP claim with credentials or deeper explanation that makes your benefit promise compelling and believable. The statement can be rational or emotional. For example: Contains patented proteins that protect your hair against damage from heat and gives you an intense conditioning.

Features

The positive attributes and facts of your product that ultimately create or deliver the benefits described above. Example: Comes in 4 versions: Normal, Dry, Oily, Color-Treated. Widely available at retailers across the U.S.

Design Guidelines

Existing Brand Guidelines

Please provide any existing brand guidelines or design themes that must be followed. Communicate required colors and themes. Example: ING is orange citrus fresh.

Benchmarks

Examples of good and bad in similar products or categories. Examples of overall look you would like to achieve or avoid.

Mandatory Elements

For example, a color, a logo or other visual elements.

Executional Guidelines

Production Specifications

Example: Dimensions, Reproduction Specs, Product Lines, Components, Flavors.

Deadlines

Specify key dates in the process. For example: Creative Brief approved, Initial Concepts presented, Final Concept, Reproduction Artwork delivered.