

Brand Audit Questionnaire

Please answer the following questions to help us better audit your brand's health and outlook.

Contact Information:

Questionnaire contact

Contact email address

Company or organization

Contact phone number

Brand:

1. Brand name
(Product, Company or Service):

6. If the brand were a person, what two or three words would best describe their personality?

2. What is/are the brand's strength(s)?

7. Do you currently have a brand promise or position? If so, what is it?

3. What are the biggest challenges the brand faces?

8. What do you see for the brand's future (e.g., growth, maintenance, acquisition, etc.)?

4. What is unique about the brand?

5. What is most recognizable about the brand (e.g., logo, name, product, master brand, etc.)?

Continued on next page

Audience:

9. Who are the brand's ideal customers, primary and secondary (if they exist)?
10. How does the brand target its ideal clients or customers? List any specific tactics used, and their effectiveness.
11. How do customers learn about the brand?
12. What is your customers' current perception of the brand?
13. What is the desired customer perception of the brand?

Competition:

14. Who are the brand's major competitors? (Company names and/or website URLs)
15. Which competitor(s) are doing a good job with marketing and sales, and why?
16. What do the brand's customers have to say about its competitors?

Thank you for taking the time to fill out our Brand Audit questionnaire!

When finished, click the submit button below or email it to: info@e6creative.com and someone will be in contact to discuss.

Feel free to attach any existing marketing materials (i.e., brochures, sell sheets, mailers). Please also include any relevant URLs.