

# BRAND INVESTIGATION

The key to having a strong and successful brand, is understanding what that brand actually is and how it relates to what your business does.

Having a consistent, coherent and easily recognisable brand builds a positive reputation which will hopefully convert to customer sales and loyalty.

Branding covers a lot more than just a logo, and should shape the way you act, the work you produce and even the way you speak to clients.

Please take the time to fill out this short questionnaire with as much detail as you can.

Your combined answers will kickstart the process of understanding what your business offers, who it offers it to, how and why. From this, you can begin to identify what your branding should look like to reflect these things.

**Tip: Complete our SWOT analysis and Customer Journey Map to help further identify and define your brand and communications strategy. You can find them on the links at the bottom.**

## WHAT NEXT?

After completing this questionnaire, you should have a clearer understanding of your business objectives, offering and targets. From here, you can start to understand what your brand should look like in order to portray this to your audience.

**Based on the information provided, I have learned that my business is:**

**Based on the information provided, I need to:**

**Based on the information provided, my branding should:**

## WHAT ARE YOUR COMPANY GOALS?

**Short Term:** This relates to what your business aims to do in the near future. Consider the wider business environment here, including the recent Coronavirus outbreak, in order to produce the most effective short-term goals for your company. i.e “Over the next few months we want to...”

**Short Term:** This relates to what your business aims to do in the near future. Consider the wider business environment here, including the recent Coronavirus outbreak, in order to produce the most effective short-term goals for your company. i.e “Over the next few months we want to...”

## WHAT ARE YOUR COMPANY VALUES?

Your core company values are a large part of your brand personality. Values should be woven into how employees work and communicate as well as the content you distribute and your customer service. i.e Honest, creative, committed.

**What other words would you associate with your business?**

## WHO IS YOUR TARGET AUDIENCE?

**Primary Audience:** This is your main target audience and considered those who you can most likely convert. Carry out our Customer Profiling Document so that you can identify mechanisms best suited for their targeting based on their demographic. Understanding their behaviour patterns, common interests and other features is an ideal step to discovering effective channel types. i.e Students aged 17-21.

**Secondary:** This is a group of people who you are next likely to be able to convert and may not always considered. You can also complete our Customer Profiling Document for this audience to find the most effective option for marketing collateral. i.e Parents of students aged 45-60.

## WHO ARE YOUR KEY COMPETITORS?

**Direct competition:** This should be a mixture of businesses who your potential customers are most likely to choose over you, as well as larger companies who are industry leaders. This is important so that you can identify industry trends and follow competitor movements. i.e McDonalds direct competitor would be businesses such as Burger King and KFC.

**Indirect competition:** This refers to alternative options your potential customers may choose in default having not come to your business. Knowing other reasons why customers may not purchase from you is also important so you can optimise conversion rates. i.e McDonalds indirect competition may include cooking at home.

## WHAT ARE YOUR USP’S?

Knowing your unique selling point is crucial. This is the differentiating factor for customers as to why they should choose your company over any other. This should be clearly communicated for the customers to be able to see your value over a competitor and therefore chose you first. i.e You offer a free delivery service or provide another service your competitors don't.

**Do you have up-to-date brand guidelines that reflect the completed points above? (Y/N)**  
Your guidelines should lay out how your logo works, what your font is, your tone of voice and how collateral should look.

If you would like support investigating your brand further, creating brand guidelines for your business or are considering a rebrand, please get in touch [hello@ginger-root.co.uk](mailto:hello@ginger-root.co.uk)



Customer journey



SWOT analysis