

YOUR COMPANY PROFILE

1 **What is your business?**

Example: We make shoes. / We teach Kung-Fu.

2 **How old is your company?**

Example: More than 50 years old. / Started up just 9 month ago.

3 **Size of your company?**

Example: 200 employees in 4 countries. / Just me and my brother.

4 **Your business in one sentence?**

Example: We make great hiking shoes for families and professional hikers. / We will teach you how to defend yourself with anything that you find.

5 **Your business in two words?**

Example: Hiking shoes / Self defence

6 **Your business in one word?**

Example: Hiking / Defence

7 **How did you start the company?**

Example: My granddad went uphill 5km every day in WWII. He perfected army shoes for 3 years, founding our company after the war. / My sister was mugged, ending up in a wheel chair for 2 months because she couldn't defend herself. I decided we had to teach her and others self defense so that wouldn't happen again.

8 **Is there a story that is unique to your company?**

Example: Edmund Hillary wore a shoe my granddad made when conquering Mt Everest in 1953. / One of our students became a police officer after she managed to kick a burglar out of a friend's house at a sleep over.

YOUR COMPANY'S CHARACTER

9 **If your company/brand was a person who would it be?**

Example: Columbus, because he was an adventurer always looking for new ways of doing the same thing. / Bride from Kill Bill.

10 **If your company/brand was an object what would it be?**

Example: I don't know, maybe a compass... / Hmm, that egg protecting carton.

11 **If your company/brand was an animal which one would it be?**

Example: Camel / Tiger

12 **What are some adjectives you would use to characterize your business?**

Check off all that apply:

- | | | | | |
|------------------------------------|---------------------------------------|--|--|--------------------------------------|
| <input type="checkbox"/> Corporate | <input type="checkbox"/> Conservative | <input type="checkbox"/> Professional | <input type="checkbox"/> Serious | <input type="checkbox"/> Traditional |
| <input type="checkbox"/> Classic | <input type="checkbox"/> Casual | <input type="checkbox"/> Fun | <input type="checkbox"/> Creative | <input type="checkbox"/> Youthful |
| <input type="checkbox"/> Warm | <input type="checkbox"/> Caring | <input type="checkbox"/> Compassionate | <input type="checkbox"/> Collaborative | <input type="checkbox"/> Personal |

Any additional words:

13 **Is there an important object, building or person for your business?**

Example: Our original factory in Graz is painted bright pink and people always joke about it. / We have Bruce Lee's nunchaku displayed at our training hall.

14 **What do you wear to work?**

Example: Jeans and t-shirt / Traditional black dress with a wide red belt.

YOUR MARKET

15 How does the market see your company today?

Example: They think we're a well established company with good products. / They think it's a small family business.

16 What aspect of your image needs improvement?

Example: People think we are old school. / We are seen to be semi-professional.

17 How do you want your image to be seen in 2 years?

Example: We want to be seen as a company with traditional values but using the latest technology and materials. / We need to be perceived as a professional organization you can trust with self defense training.

18 Who are your competitors?

Example: CAT, Timberland and other smaller companies. / There is one JiuJitsu training center nearby.

19 How are they better/worse than your product/service?

Example: CAT and Timberland has strong brands – we're less well known but we have a bigger history and are more serious about our product. CAT is masculine – we're not, but want to be. Timberland has a very natural feel to it – we want that too. / The JiuJitsu training center has been operating for almost 10 years, they have a well established name and are seen as professionals – we want that too. We're much more self defense oriented, unlike our competitor who is more involved in competitions and show off stuff.

YOUR TARGET

20 Who is your customer?

Example: Mainly hobby hikers and a few professionals as well. / All kinds of people between the ages of 18-35.

21 If your customer was a cartoon character who would it be?

No, we're not kidding :)

Example: Ha ha, I would say Nemo / Courage the Cowardly Dog

YOUR IDENTITY

22 Do you currently have a logo/identity?

Yes / No

23 What do you like about it and what do you not like about it?

Example: I like the colors, but the boy scout around the fire is not serious or trendy. / N/A

24 Do you have a slogan or tagline that clearly describes what you offer in terms of benefits or features? Would you like one? (it's ok not to have a slogan or tagline)

Example: Never Stop Exploring. / Fight & Fitness

25 Are there any colours that have positive/negative connotations in your industry or culture that should be incorporated/avoided?

Example: Blue is the well-known colour of our close competitor / In our culture Black represents death or mourning / Our machinery is yellow and would like it represented.

26 Are there any specific colours that you do/don't like.

Thank you for taking the time to complete this questionnaire. It will help guide us through our creative process to achieve the right character for your identity and truly encompass your company's brand story, history, goals and values.