



BRANDING QUESTIONS

Listed within these pages are some fundamental branding questions that will enable you to gain valuable insights into the different consumer perceptions surrounding your brand.

EXISTING CONSUMERS

If you had to describe our brand in three words, what would they be?

How did you become aware of our brand?

Is there one specific benefit of the brand that appeals to you the most?

What would be the key problem that this brand solves for you?

How does using this brand make you feel?

Has the brand disappointed you at any stage?

If so, how and why?

If you could change anything about the brand to make it better for you, what would it be?

What would make you stop using the brand?

How often would you consume the brand?

Would you say that this is a brand that you purchase regularly?

What is the key reason why you continue to consume this brand?

Do you think that other people you know would benefit from the brand?

Have you ever recommended this brand to others?

Have you consumed other competitor products that are similar to this brand?

Which competitor products would say is closest to offering the same experience/benefits as this brand?

PAST CONSUMERS

At what stage of your life were you a consumer of this brand?

How long were you a consumer of the brand?

What was it that originally caught your attention about this brand?

When did you stop consuming the brand?

Would you say you were a regular consumer of the brand before your stopped?

Was there a clear reason why you stopped consuming?

Do you think you will ever go back to this brand?

Was this brand replaced by another competitor brand?

What appealed you to about the competitor brand?

Was the competitor brand recommended to you?

Did the competitor brand offer greater benefits to you?

Have you recommended the competitor brand to others?

Would you say that the competitor brands advertise more, same or less that this brand?

Would you consider a new competitor brand if another one became available?

What would be different about the new competitor that would make you switch brands.

POTENTIAL CONSUMERS

Do you recognise this brand as having seen or heard about it?

Would you say that this brand is an active advertiser?

Are you able to name where you have seen this brand advertised?

How would you describe this brand?

What problem do you think this brand solves?

Who would you say is the ideal consumer for this brand?

Do you think that you would ever use this brand?

What would be your expectations in consuming this brand?

What other brands would you say would be competitors to this brand?

Have you ever consumed any of these competitor' brands?

Do you know people who have consumed this brand or competitor brands?

NEED HELP



If you'd like more information or assistance relating to your brand and consumer perception please take this opportunity to contact creative excellence today.

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