**A&E Questionnaire**

**Company Name:**

**Industry:**

**Main Offering:**

**The Business**

What are you offering? (*Detailed information: Background, products/service you offer)*

What problem do you solve for your consumers? *(The purpose of your existence)*

What about your product sets you apart from others? Why would consumers buy/engage with you? *(RTB: A unique position in the customer’s minds and hearts)*

Who inspires you in this or similar categories? Please list their website domain

(list websites)

**The Competition**

Who are your main 3-4 competitors? *(Direct or Indirect)*

Who are the brands in your category that inspire you? (Abroad or in your region)

**The Consumers**

Who are your consumers? *(Target market: Demographics and psychographics)*

What are they looking for in your category and what do they value about your business? Why would they use your product? *(Their core desire, goals, consumption habit and attitude)*

Who are the audience that define/personify your brand the most? Who will readily buy the brand (early adopters)?

Who would represent/endorse your brand? Describe why?

(influencer, celebrity, profession, specific profile, etc)

**The Brand Perception**

What is your company’s mission, vision and values?

Share 5 adjectives of how you’d like your brand to be perceived. Which words do you want to own? (keywords)

List all your products/services/special features and the respective grouping if relevant.

(list your portfolio structure)

**Please list the scope of this branding exercise below: (**List of items/deliverables you would like to brand)