

HIPPO



BRAND QUESTIONNAIRE

1. Name
2. Describe the Nature of your business
3. Share 5 adjective or words that best describe your company.
4. What are your top 3-5 values
5. What are the top 5 brands you like and what do you admire about them
6. What is your vision for the company?
7. What is unique about your company?
8. Who are your main competitors?
9. What differentiates you from your competitors?
10. How do you want customers, retailers and prospective partners to perceive your brand?
11. Describe your company's internal culture and atmosphere in one sentence.
12. What is your work environment like?
13. If your company were a place, where would it be?
14. If your company were a car, what would it be?
15. If your company were an individual person, how would you describe them?
16. What is the primary quality that your company possesses that will yield success? That is, what is your distinct competitive advantage?
17. List the proof points that substantiate your value claim.
18. What factors in your business environment do you need to overcome to succeed?
19. What are your current challenges in finding potential clients/customers?
20. How did you start the company?

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21. What was the idea behind the name 'Utopia'? Where did it come from?
 22. What do you like about your current branding/design and what do you not like about it?
 23. Are there specific colors that you feel resonate with your company?
 24. Do you have any specific design dislikes that you want to be noted?
 25. What is the precise business objective that you would like your branding/marketing program to achieve?

Customer Questions

26. What gender is your target customer?
27. What age range is your target customer?
28. Please describe the values of your target customer. What do they value in a purchasing decision?
29. Where else does your target customer shop?
30. Share 5 adjective or words that best describe your ideal customer.

PREMIUM PACKAGING

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