

Company Profiler Questionnaire

Goal of the Profiler

The goal of the profiler is a jump-of-point for designmeister to briefly learn about your company, industry, and audience. This gives designmeister insight to develop a strategy for your brand and how you as a company would like to be perceived in the marketplace.

Your Company

1. Please provide a brief description of your company and industry.

2. List your company mission, or a brief synopsis of your company philosophy.

3. Who are your competitors? What distinguishes your company from them?

Company Profiler Questionnaire (continued)

Perception

4. Describe how you would like your company to be perceived. **If you only answer one question on this questionnaire, this is the most important question.**
I find that this question is most easily answered by **making a list of adjectives.**
List as many as possible.

List of Adjectives:

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5. Is the history or origins of your company (i.e. family owned, sustainability, etc.) important to be represented in your logo/brand/marketing materials?

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6. Characterize your typical customer.
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