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ebranding Questionnaire

INTEGRAL IMPRESSIONS

Rebranding Questionnaire

The following are a series of questions designed to spark initial thoughts and inspirations around the topic of the Integral Impressions company name, branding and brand message.

Motivation

The first thing we would like to look at is the motivations behind the rebranding effort:

What is the goal in making this brand change?

Simpler, more identifiable name and identity that clearly defines our products and services.

Whose needs prompted this rebranding effort?

Everyone in the company- from marketing to technology.

On a scale of 1 to 5 how motivated are you to make this identity change (5=very very motivated)?

10

Are you looking for a brand to match who you are more correctly or a brand to live into (make companywide changes to achieve)?

We are looking for a brand to match where the company is at today.

Key Differentiators

The following questions are designed to hone in on what really sets you apart, what makes you different and what will lock you in people's memories and hearts.

What are the 3 characteristics that most set you apart in your market?

Web software aficionados, transparency in business, innovation and bleeding edge technologies

What do you most want to be known for in your industry?

Helping brands leverage changes in social media through software and innovative strategies.

What kind of pizza toppings would best represent your company and why?

Organic, Locally Grown Fresh Veggies on 1/2 - and just cheese on the other.

If you were to go way out on a limb and make a guarantee to clients what would it be?

We can help your brand leverage earned media (user generated content) to help spread viral messages about your product or service in a matter that is in alignment with your strategic goals.

Target Audience

Let's get the message to the right ears, to the people that will benefit from hearing what you have to offer. The people with whom your message will resonate most.

What target audience does your current brand appeal to most?

Web development shops, tech firms, designers

What new audiences do you hope your new brand will appeal to?

Social Media Consultancies, Ad Agencies, PR Firms, Web Development Shops, SEO Firms

If we interviewed your audience and asked them to describe your company in one word what would it be? What would you want that word to be?

I think different audiences would say different things about us.
People that use our apps- might say 'easy'.
People that work with us on strategy- might say 'innovative'.

I think we want brands to say 'social content kings'

Message

There is a message behind what you do an intangible feeling and concept that we will try to get to. Let us worry about that but tell us the core of what you communicate to people and we'll take it from there.

If your tagline could be 25 words long, what would it be?

We help brands leverage social content to advance their strategic goals.

What famous figure/character past or present, real or fictional would be your ideal spokesperson and why? (Bonus question: What exactly would they say?)

GaryVee- because he very much needs to leverage what the social community is saying to advance his brand awareness.

What is your current elevator pitch? How would this pitch change with your ideal new brand?

Current: We build apps for ourselves and our clients. We partner behind the scenes to get your apps built.

Future: We help brands cultivate content from social communities to enhance their awareness and make it easier to access it all.

Describe your company's services metaphorically. (Start with Its like... even though that's a simile!)

Its like using reddit to publish gems of social media to your homepage, only with more power!