



The Bradshaw Multimedia Group

BRANDING QUESTIONNAIRE

Dear prospective Client,

It is unnecessary to point out the value of publicity to your branding. Nonetheless, it must be pointed out that good publicity must involve, to a considerable extent, your true personal life for it would be of interest to editors and the public alike. Below please find a questionnaire which may seem exhausting but necessary and we ask your indulgence and cooperation. Please be honest in your response for we will use them for publication without fact checking and therefore will hold you liable for any information received. While we represent you we ask that you keep us informed about new activities, plans, itineraries etc.

PLEASE FILL ALL THAT APPLIES

Company Name: _____

Name: _____

(Authorized company representative)

Contact No: _____

Email address: _____

Address of the Company: _____

Date: _____

1) How long is the company involved in this business?

2) What sort of product group or industry group does your company fall under?

3) Which sort of people or organizations are your present customers?

4) Which geographical location of the globe or the country is a predominant market for your company?

5) What segment of your business needs to be enhanced in the coming future?

6) What goals do you set for your business for the next 5 years?

7) What is the greatest profit making aspect of your company?

8) Are you planning to route your business into new products or customer groups?

9) What are your plans to increase the return on investments?

10) What can be the worst situation for your business in the coming year?

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11) What are your short term and long term goals as far as your business is concerned?

12) What are your plans to reward your long term customers?

13) State any 3 points that make you stand apart from your competitors.

PRODUCT/SERVICE

1. Competitive context – do you have a needed/wanted product and does it exist in a competitive market?

2. Do you know your target market? Advertising without this information is a waste of your time and money.

3. Have you asked your customers for insight about the products and services you are offering? They're the best source of information you have – and they're almost always *honest*.

4. Does your product or company have features that set you apart from the crowd?

5. Do you offer benefits no other company offers?

6. Does your brand have a challenging, fun, and engaging personality or does it simply exist.

7. Do you know what makes you different from the competition?

8. Does your brand have its own essence? Is it real, invariable, and energetic? Does our company brand portray our company mission?

9. Do we have a clear idea of who are target market really is and is our brand targeting those specific groups?

10. Does your company have a tagline that accompanies the name or logo? If so, what is the first thing you think of when you see that tagline (be honest)? Does that message portray the image your company wants to present to the public?

IDENTITY

What type of brand are you working to build right now? Hopefully it's something your customers (and employees, for that matter) can identify with. If not, you may need to consider making a few changes – and soon.

PERSONALITY

Do you have faith in yourself?

1. Yes

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2. No
3. Partially
4. Don't know

Are you a person who rely on

1. past experiences
2. future goals
3. dealing with present, forgetting past and future

Are you a person who believes in meeting the deadlines?

1. Yes, all the time
2. Sometimes No
3. I don't give a damn
4. Depends

Mostly your career seems to be

1. Impulsive
2. Easy going
3. Complicated

How much you will rate your present career satisfaction level on a scale of 1 to 10?

Do you easily trust people at your work front?

1. Yes
2. No
3. I just stay away from my colleagues
4. Depends

Which role at your work place satisfy you the most?

1. Working behind the scenes
2. Taking part in all minute issues
3. Leading a team

While searching for a solution of an issue, you prefer to

1. Solve it yourself
2. Take help of others
3. Runaway from it.
4. Depends on the kind of issue

LEADERSHIP SKILLS

What does a good leader mean?

Name the three moral responsibilities of an effective leader?

Do you think you have the ability to become a good leader?

1. Yes
2. No
3. Not sure

How will you prepare the leadership agenda to control your team?

What are the important factors needed to be a successful leader?

1. Motivational skills
2. Inspiring Quotes
3. Right guiding directions
4. Dedicational support
5. Others, _____

What is the weakest part of leadership?

1. Emotional attachment
2. Poor commanding skills
3. Lack of control
4. Weak influence
5. Others, _____

How do you handle the weak employees in your management?

1. Support them to learn routine procedure
2. Expel him/ her from the team
3. Appoint someone to help the person
4. Others, _____

Do you think you can be elected as a leader once again in upcoming elections?

1. Yes. Sure
2. No
3. Not Sure

Mark the growth rate of output increased in your tenure?

1. 25%
2. 35%
3. 45%
4. 50%

How often do you change your strategies to handle team?

1. Once in a month
2. Once in a semester
3. Once in a year
4. Others, _____

PERSONAL TRAITS

- 1) Legal Name? Stage name?

- 2) Contact information?

3) Where were you born?

4) Current address/hometown?

5) How long have you been working in this profession?

6) Who are some of your influences?

7) Why did you start choose this path?

8) Where are some of the places that you have performed?

9) Do you play an instrument, if any, which one?

10) Who are your parents?

11) Sex:

12) Color of your hair: Color of your eyes: Weight: Height:

13) Who was your childhood hero (a) fictional (b) real?

14) What was your childhood ambition?

15) Did your parents ever object to any of your vocational ambitions?

16) Who first influenced you?

17) Describe your earliest memory/experience in entertaining audiences

18) Were any present-day prominent people among your early acquaintances or classmates, if so who?

19) What are you most conscious of as the chief influence of your childhood?

20) Were you encouraged or discouraged in the development of your talent by your family or friends? How?

21) What is the fondest memory of your early days?

22) What is your favorite food?

23) What is your favorite color? What color don't you like?

24) What is your saddest memory?

25) Where were you educated?

26) What was your favorite subject?

27) Did you engage in sports while at school? Explain

28) Did you participate in any extra-curricular activities, such as glee club etc.

29) Were you an officer of any campus organizations?

30) Name some of your classmate who have achieved fame

31) Do you belong to any college fraternity, which one?

32) Are you on any boards?

33) Are you still studying?

34) When and where did you make your professional debut?

35) Remember any special sensations which occurred?

36) Are you performing regularly now? Give details

37) What one person has particularly aided you in your work?

38) What was some of your former jobs?

40) At what age did you start working?

41) What has interested or amused you most about your present career?

42) Did you ever have stage fright? Do you still?

43) What do you consider the turning point in your career?

44) Have you ever appeared in the movies, plays or musical show, if so which?

45) Are you married, if so to whom?

46) Where did you meet?

47) Have you any relatives prominent in public life?

48) Have you ever written poems, plays, articles or books which were published?

49) Do you speak a foreign language, if so which?

50) What form of travel do you most enjoy?

51) Places you have travelled to?

52) Do you own a car, if so what make?

53) What pets do you have if any?

54) If you have complete freedom of choice, where would you prefer to live and why?

55) Where do you like to spend your summers?

56) In order of preferences, what are your hobbies?

57) Please describe any breaks or good fortunes that you believe shaped your career.

58) Would you like to work in other fields, which and why?

59) Do you have any unique talents?

60) Do you read for recreation or education, what was your last book?

61) Do you like theatre/opera?

62) Do you attend regularly?

63) Do volunteer?

64) Are you even-tempered or do you run to extremes?

65) Do you envy people who posses temperaments opposite to your own, if so why?

66) Have you confidence in your own abilities and judgement, or do you depend on others to direct you?

67) Do you prefer life in the city or country?

68) Does your professional work absorb most of your interest?

69) Do you believe in sudden intuitions?

70) Have you ever acted on them or achieved definite results through obeying them?

71) What is your most amusing memory?

72) How do you usually spend your leisure time?

73) Do you favour any particular type of attire such as sports, business or formal wear?

74) Have you had any narrow escapes from death?

75) Do you like to cook? What recipe are you best at?

76) What is your favorite popular song?

77) What is your favorite genre of music?

78) Are you an avid reader?

79) What do you consider the three greatest books ever written?

80) What are your favorite quotes, proverbs?

81) Who do you consider an outstanding figure in the world today?

82) Who is your favorite actor/actress?

83) What kind of people do you like most?

84) What was/is your nickname?

85) What was the one thing that made the biggest impression on your adult life?

86) Did you ever serve in the military, if so, what branch?

87) What is the one thing you would hesitate to part with?

88) What is your favorite song of all time?

89) What do you consider the greatest song ever written and movie ever made?

90) First date you have had?

91) Website you most visit?

92) Things to do on a rainy day?

93) CD's in your car?

94) When are you most at peace?

95) Event in your life this year?

96) Who do you most admire and why?

97) Where do you see yourself in five years?

98) Do you have siblings if so how many?

99) Who would you most like to have dinner with?

100) who is the one person you would like your career to mirror?

We appreciate your time. Please return to branding@Bradshawmultimedia.com