

QUESTIONNAIRE, TWO OF THREE

# Discovery questionnaire

Positioning, audience and voice, before production

The questions we work through before making anything. Useful whether you brief us or not: most content problems turn out to be brand questions, and this is where that shows up.

## 01 **Where you are now**

How would you describe the business to someone who has never heard of it?

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What has changed recently? funding, launch, new market, new team

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What is working, and what is not?

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## 02 **Position**

Who do you compete with, and how are you different?

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Why do your best customers choose you?

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What would you never want to be described as?

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### 03 Audience

Describe your ideal customer

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Where do they already spend attention?

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What stops them buying or booking?

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### 04 Voice and look

Tone, pick up to three

☐ Warm ☐ Direct ☐ Editorial ☐ Playful ☐ Technical ☐ Understated ☐ Bold

Brands you admire, and why

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Anything in your current look you want to keep

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### 05 Commercial

What does a good year look like in numbers?

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Which single result would justify this work?

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## 06 **Working together**

Who owns the decision, and who signs off?

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How much do you want to be involved day to day?

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Anything we should know before we start?

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