

Brand Discovery Questionnaire

Gather leadership perspectives, audience evidence, market context and operational realities before strategy begins.

Prepare individually. Align together.

HOW TO USE THIS RESOURCE

A structured working document

Complete the relevant sections before a shared review. Distinguish observed evidence from assumptions, identify the decision owner and record what must be resolved before work begins.

01 / BUSINESS DIRECTION

Business direction

Evidence, decisions, owners and unresolved questions

NOTES

02 / AUDIENCE NEEDS

Audience needs

Evidence, decisions, owners and unresolved questions

NOTES

03 / CURRENT PERCEPTIONS

Current perceptions

Evidence, decisions, owners and unresolved questions

NOTES

04 / COMPETITIVE CONTEXT

Competitive context

Evidence, decisions, owners and unresolved questions

NOTES

05 / CULTURE AND CAPABILITY

Culture and capability

Evidence, decisions, owners and unresolved questions

NOTES

06 / RISKS AND CONSTRAINTS

Risks and constraints

Evidence, decisions, owners and unresolved questions

NOTES

07 / DECISION CRITERIA

Decision criteria

Evidence, decisions, owners and unresolved questions

NOTES

NEXT STEPS

Turn preparation into an accountable brief

Review the completed resource with the people responsible for the decision and delivery. Agree the priority question, evidence gaps, approval pathway and immediate next step.

This resource provides general planning guidance. It is not legal, financial, regulatory or accessibility advice.

IMPRNT Brand Consultancy · projects@imprnt.co.nz · www.imprnt.co.nz