



Brand Questionnaire

Help us develop a SponsorMagic segment that supports your brand strategy by telling us more about your brand.

PURPOSE/MISSION	Why your company/brand exists beyond making money; the reason why you are in business
POSITIONING	How you want to be perceived; how you want people to feel, think, talk about you
VALUE	How you deliver value that matters to people who are your ideal customers; What difference does your brand create in their lives?
PROMISE	One sentence that sums up your brand promise and brand story; one benefit that must be accepted and understood by the customers you serve
PROOF	The proof points that support your positioning and promise; why people will care
PERSONALITY	Three words that define your brand personality
PERSONAL	How you make people feel in the presence of your brand
TONE	The high-level tone of your brand message
COMMENTS	Additional information about what you want to accomplish with your brand strategy

