



THRIVE 360 SURVEY

1. I currently have an existing business brand that people already recognise (**brand equity**) Yes No
2. Is there an opportunity to **cross-brand** with another business? Yes No
3. My business **name** is registered with ASIC Yes No
4. My business **trademark** is registered IP Australia Yes No
5. My business serves the following **sectors**:
 Commercial Retail Industrial Domestic Government Not for Profit
6. The **geographic reach** of my business is:
 Local State National International
7. My business **slogan** (brand promise) is:
8. The typical **client pathway** for my ideal client would be:
9. In one sentence, I would describe my business in this way (**elevator pitch**):
10. I expect that in the future, I will create **sub-brands** with secondary logos Yes No
11. I would describe the **personality** of my business as:
12. I understand and actively brand my marketing **language** Yes No
13. The core **unique selling proposition** (USP) of my business is
14. The **gender** of my target market is:
 Male Female
15. The **age** of my target market is
 12-18 18-25 25-35 35-45 45-55 55-65 65+

16. My target market is **price-aware** Yes No
17. A short description of the **behaviour** of my target market would be:
18. The **emotional drivers** that would engage my target market would be: (Eg: pain, pleasure, fear, hope)
19. My main **competitors** are:
20. To avoid marketplace **confusion**, the design composition will need to:
21. The **gender focus** of my brand should be: 1 = Feminine, 5 = Masculine ① ② ③ ④ ⑤
22. The **age** of my brand should appear: 1 = Young, 5 = Mature ① ② ③ ④ ⑤
23. The **economic** value of my brand should feel: 1 = Economical, 5 = Luxurious ① ② ③ ④ ⑤
24. The **trend/style** of my brand should feel: 1 = Classic, 5 = Modern ① ② ③ ④ ⑤
25. The **volume** of my brand should feel: 1 = Quiet, 5 = Loud ① ② ③ ④ ⑤
26. The **complexity** of my brand should appear: 1 = Simple, 5 = Detailed ① ② ③ ④ ⑤
27. The **impact** of my brand should feel: 1 = Subtle, 5 = Bold ① ② ③ ④ ⑤
28. The **boldness** of my brand should feel: 1 = Neutral, 5 = Contrasting ① ② ③ ④ ⑤
29. The **construction** of my brand should be: 1 = Organic, 5 = Geometric ① ② ③ ④ ⑤
30. The **energy** of my brand should feel: 1 = Passive, 5 = Active ① ② ③ ④ ⑤
31. I would like to include and/or exclude these **colours**:
32. I would like to incorporate elements/aspects of my previous brand (**rebranding**):
33. Colours in my industry with **embedded meanings** are: (Eg: Red = danger, stop, discounts, sales etc.)
34. These are the design **cliches** that exist in my industry:
35. I would like to include and/or exclude these **design elements**, icons, symbols: