

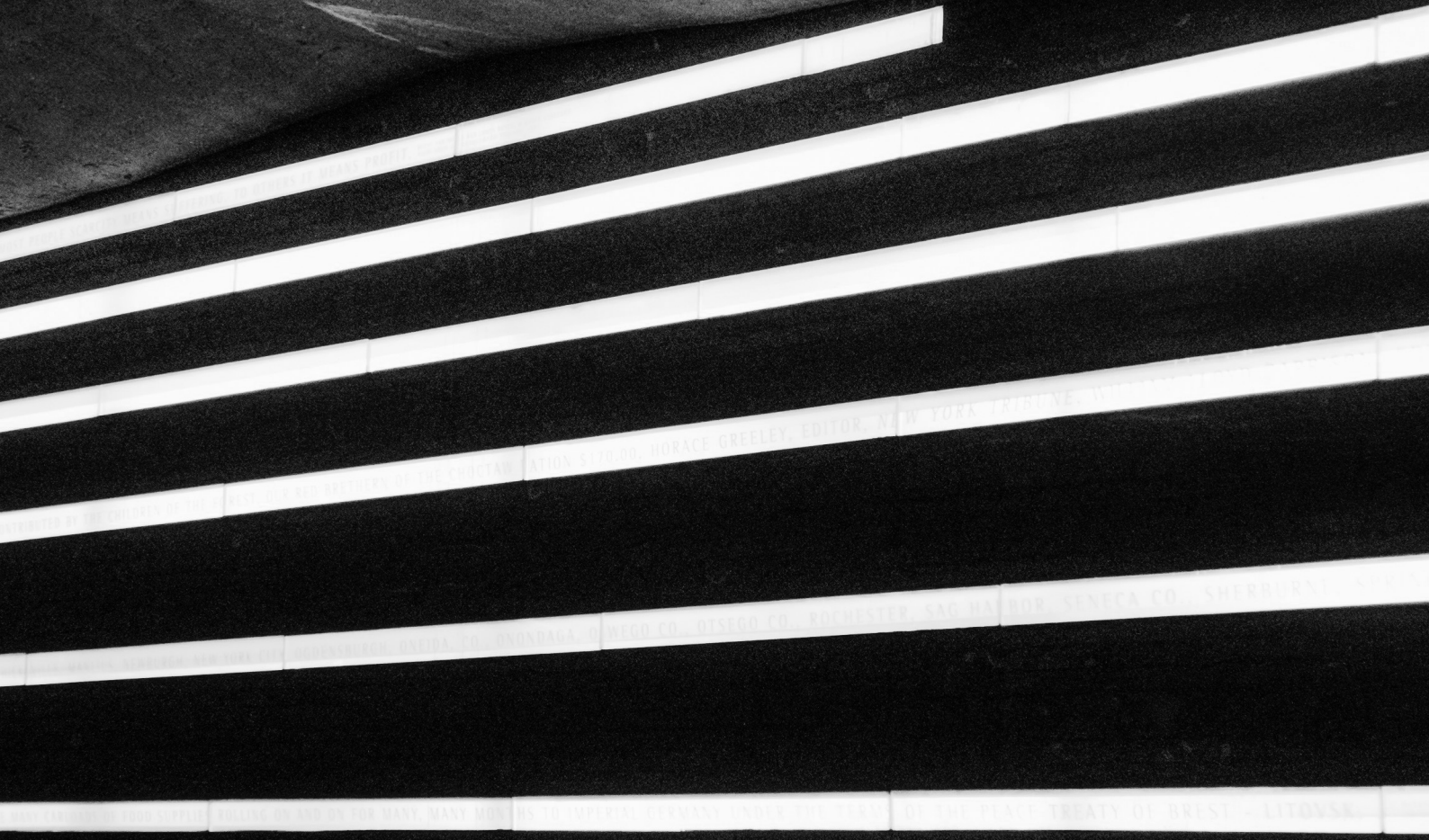
Para//el Play

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// BRAND DISCOVERY
QUESTIONNAIRE

U+2225





Parallel Play is more than just a name, it's a mindset. We believe in staying true to our own vision and respect our competitors' journeys. It's like two parallel lines, always running alongside each other but never crossing paths. Our approach to marketing is similar: we are playing in the same field, but we don't let ourselves get caught up in the comparison game. We stay focused on our own unique strategies and strengths, always pushing ourselves to excel. Our goal is to create a parallel universe of marketing, where our clients can thrive and stand out from the crowd.



ANSWER
THESE QUES-
TIONS AS AC-
CURATELY AS
POSSIBLE.

You want to identify your weaknesses just as much as your strengths. "Go with your feeling" in this questionnaire and "I don't know" is an acceptable answer. We can work through any problems you have together.

YOUR BUSINESS

General questions about your business and what you do

IS THERE A UNIQUE STORY BEHIND YOUR BUSINESS OR WHY YOU STARTED THIS BUSINESS IN THE FIRST PLACE?

WHAT NICHE DO YOU TARGET?

WHO ARE YOUR MAIN COMPETITORS?

WHAT SETS YOUR BUSINESS APART FROM THE COMPETITION?

HOW DO YOU POSITION YOURSELF IN YOUR MARKET?

YOUR BUSINESS

General questions about your business and what you do

WHAT PRODUCTS OR SERVICES DOES YOUR BUSINESS OFFER?

WHAT PROMISES DOES YOUR BUSINESS MAKE TO YOUR CUSTOMERS/ CLIENTS?

BUSINESS SLOGAN?

WHAT KEY MESSAGES DO YOU WANT TO COMMUNICATE IN EVERYTHING YOU PUT OUT THERE?

WHAT IS YOUR BIGGEST BUSINESS STRUGGLE?

YOUR BUSINESS

General questions about your business and what you do

WHAT SOCIAL MEDIA PLATFORMS ARE YOU ON ? PLEASE INCLUDE YOUR USERNAME FOR EACH.

WHAT SOCIAL MEDIA PLATFORMS DO YOU FOCUS ON?

WHAT MARKETING STRATEGIES HAVE WORKED WELL FOR YOU IN THE PAST? AND WHAT DID NOT?

WHAT ARE YOUR BUSINESS'S GREATEST STRENGTHS?

PLEASE SHARE WITH ME YOUR 1 YEAR GOALS.

TARGET AUDIENCE

Let's talk about the people you're trying to reach

WHO IS YOUR DREAM/IDEAL CLIENT?

HOW OLD ARE YOUR TARGET AUDIENCES?

WHERE DOES HE/SHE HANG OUT ONLINE?

HOW DO YOU PLAN TO REACH HIM/HER?

WHAT ARE THEIR TOP 5 PRIORITIES?

YOUR BRAND

Humans are built for connection. We tend to personify things, including brands. As a business or brand, leveraging your brand's personality is the best way to create a connection that speaks to your target audience.

PLEASE DESCRIBE YOUR BRAND'S PERSONALITY.

What should people feel when they think or see your brand?

COULD YOU SHARE YOUR BRAND MISSION?



WHAT THREE BRANDS DO YOU LOVE AND WHY?



YOUR BRAND

Let's talk about your brand

IF YOUR BRAND WERE A PERSON , WHICH WORDS WOULD BEST DESCRIBE THEM?

WHAT EMOTIONS DO YOU WANT ASSOCIATED WITH YOUR BRAND?

WHERE WOULD YOUR BRAND HANG OUT?

IF YOUR BRAND HAD A PERSONALITY, HOW WOULD YOU DESCRIBE IT?

WHAT BRANDS DON'T YOU LIKE, AND WHY?

YOUR BRAND

Let's talk about your brand

HOW WOULD YOU BEST DESCRIBE YOUR BRAND TO A FRIEND?

WHAT WORDS DESCRIBE YOUR BRAND LOOK?

Please check all that apply

LUXURY

ELEGANT

SIMPLE

CASUAL

MODERN

WARM

FRIENDLY

FUN

MINIMAL

FEMININE

BRIGHT

TRENDY

YOUR BRAND

Let's talk about your brand

THIS OR THAT?

MASCULINE

FEMININE

GREY

COLORFUL

MODERN

CLASSIC

PROFESSIONAL

CASUAL

FUN

SERIOUS

CONSERVATIVE

EXTRAVAGANT

SPORTY

ELEGANT

APPROACHABLE

AUTHORITATIVE

YOUR BRAND

Let's talk about your brand

IF YOUR BRAND WERE A PERSON , WHICH OF THE FOLLOWING WORD GROUPS WOULD BEST DESCRIBE THEM?

Best to narrow it down to one , but if more than one applies , you can check more than one.

SINCERE



*Down-to-earth
Honest
Wholesome
Trustworthy
Cheerful*

EXCITING



*Daring
Spirited
Contemporary
Imaginative
Energetic*

COMPETENT



*Successful
Intelligent
Reliable
Responsible
Principled*

SOPHISTICATED



*Classy
Charming
Glamorous
Adventurous
Smooth*



FINAL NOTES

*FEEL FREE TO USE THIS SPACE FOR ANY ADDITIONAL QUESTIONS
OR COMMENTS YOU'D LIKE ME TO KNOW!*

A large, empty white rectangular area intended for handwritten notes or additional questions.



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