

## **Anarium Naming Questionnaire**

### 1. Introduction

Thank you for choosing Anarium for your brand naming process. We are pleased to be a part of your brand story and will help to ensure that your brand name is memorable, long lasting and evokes an emotive response from your customers.

The attached is a 'light' questionnaire to supplement our conversation and will allow us to begin the naming process. We say 'light' because this is in addition to our conversations and consultancy as well as our own independent naming research.

So feel free to be as detailed as you can or just give some rough answers to the questions. This is just designed to make you think about your business in a bit more detail and allows us further insight into your business to give a basis for the right name for it.

Any further questions please do not hesitate to ask.



## 2. Questions

### a) What is your business concept?

*This question is aimed at describing your business, what does it do, what is its aim...? Please include the business sector here too.*

### b) Any USPs?

*Why is your business different?*

### c) What does your business represent?

*What feelings will your business evoke in your customers? More than what your business does, what does it stand for?*

### d) Who is your target customer?

*Please describe your target demographic and any additional info about them.*

### e) Who are your competitors?

*Who do you see as your main competitors in the industry? (We will, of course, undergo independent research but just so we know who you feel are your competitors) If you like their name and branding, say so. If not, still say so.*

### f) Where are you based?

*And is this important for your business?*



g) Any other information you think of

*Please feel free to add any additional information that you might think of to aid us in the naming process. Any associated brand imagery for instance, let us know. If there are business name types you absolutely do not like, let us know.*



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