**Questions to ask company executives:**

1.How would you describe your brand?

2.What are the core values of your business?

17.Define the brand’s mission.

18.Describe your brand’s positioning.

21.How is your brand priced compared to the market?

33.How do customers find you?

35.What marketing channels does the company use?

36.What marketing channels does the customer use? Any difference?

41.Who are the three biggest competitors?

43.How are competitive brands different from your brand?

44.Is there an area where your brand excels and the competition fails?

47.Is there a difference between your customers and your competitor’s?

51.What is the key message of your marketing?

56.How well do the visual elements of your marketing support the brand’s values?

60.How does the brand “live” in social media?

**Questions to ask employees:**

1.Why did you choose to work for this brand?

2.Would you recommend this brand (as an employer) to your friends?

10.Why do customers choose this brand over the competition?

12.Do customers get a good value when they buy this brand? Why or why not?

17.What do you like most about working for this brand?

20.Tell me about your best day working for this brand.

**Questions to ask customers/clients:**

1.Can you describe the brand?

6.Or, why do you continue to buy this brand?

7.What problem does this brand solve for you?

12.Have you seen the brands advertising? Where?

13.What message did the advertising communicate?

21.Would you recommend this brand to your friends?

26.What would make you like this brand more?

**Questions to ask non-customers/general public:**

1.What do you know about this brand?

3.What problem does it solve?

6.Have you ever used this brand?

9.What is the most disappointing thing about this brand?

11.How does this brand compare to its competitors?

14.What is the best thing about this brand?

**Questions to ask partners and vendors:**

1.What does the brand stand for?

2.What do you expect when working with this brand?

4.How does this brand engage with you?

6.What do you get from this brand?

8.How does this brand compare to its competitors?

10.Would you recommend this brand to others?