



**petrie** CREATIVE STRATEGIC PROFILER

let's talk  
about **you.**

# strategic brand profiler

The profiler tool outlines the objectives, audience, and assumptions for your project(s) and brand. It is crucial to gathering information in the discovery process for strategy and effective ROI. When filling out this profiler, try and avoid generalized / generic answers. Clearly defined or identified answers will effectively build the skeleton for your creative brief and detail creative concepts that the design team intends to use moving forward.

**We believe that 99 percent of the solution is how you define the problem.**

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## background and goals

### company

Please provide background information on your company, product or service. Include contact information and a description of the group/decision-makers who will be working on the project(s).

### competitive positioning

Explain how you are different from your competition and the factors that will make you a success:

1. Who are your top 3-5 competitors? Include a brief critique of each.
2. How is your company different from your competition?
3. What areas of the current brand are successful / unsuccessful and why?
4. What is the tone/image you would like your brand to convey? (For example: funny and casual, formal, modern, traditional, stable, serious, competitive, etc...)
5. **Targeted Message:** State a SINGLE-minded word or phrase that will appropriately describe the company or brand once it is launched.

## creative strategies

6. To turn subjective opinions into objective strategies, what are the visual strategies we want to achieve?  
Please be specific.
  
7. When it comes to logo, color palette, typography, imagery, content, information hierarchy, visual and editorial themes, tone and image--what is relevant and what isn't?

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## audience profile

### audience

Profile the target audience. Provide enough detail to enhance everyone's understanding of who the audience is, including some user demographic information if possible. Your goal in this section is to answer the following: Who is the target? What do these people care about? And what do they do online on a daily basis? What should be avoided when talking to this audience?

8. What types of visitors do you want to attract? What is the best way to reach this audience?
9. What are your goals for each type of visitor? What are the products/services involved?
10. What is the overall message you are trying to convey to your target audience?
11. How will you convey this overall message? (*For example, effective messaging through copy, directed path towards goal, specific offers*)

### perception / tone / guidelines

Define how should your target audience respond to your new presence.

12. What does your target audience think and feel about the current brand (if applicable)?
13. What do we want them to think and feel?

14. What **adjectives** can be used to describe the way the company and brand should be perceived by the target audience?

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## project(s) overview

### deliverables

15. **What deliverables are needed?** (*copy, design, printed materials, mailers, signage, ads, website, etc...*)  
State general project information and relevant background information for each. This paragraph should also be a statement overview / summary of the project(s) as a whole, and how it/they will be used.
16. What are the basic *goals* of the project(s)? (*e.g., branding/identity reinforcement, improved access to information, direct sales, corporate communication, venturing into a new industry, increase awareness, etc.*)
17. What are the long term project goals? How long are their shelf-lives?
18. How will you measure success? What outcome will make the project(s) successful?
19. What are your schedule requirements? What budget range has been set for this project(s)? Please explain.
20. Discuss any identity/branding assets (*logos, other artwork, technical, fonts*) or issues that you would like addressed.
21. Has any work been done toward designing/redesigning a website, corporate materials, advertising, marketing or brand strategies?

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## content & functionality

### content

22. Where will content come from? Will it be new, repurposed, or both? Define the content needed (*photography, copywriting, marketing call-to-action modules, illustration, infographics,*

### functionality

23. What functional requirements do you believe to be necessary? (e.g., download areas, database-driven webpages, commerce, catalog, applications, etc.)
24. Who will update these functionalities?
25. Are there extraordinary security issues?
26. Are there other technical issues or limitations?
27. Who will maintain the site contents?
28. How will the site be served/hosted?
29. What types of legacy systems/databases are in place?
30. What is your long-term plan for the site?

### SEO

31. Does your business service local (your city, state) global (United States) or international customers?
32. Do you have a content management system installed on your website, if so what system/version do you use?
33. Do you have any type of web analytics or web tracking installed on your website, if so please list them i.e. Awstats, Google Analytics, Web Trends, Omniture etc.

34. How many websites (which you own, including sub-domains, social media accounts) do you have related to your business? Please list the addresses for each website/social account.
35. What's the average number of unique visitors you receive per month, for each website (you own) connected to your business?
36. Why are you interested in SEO for your website, what are your goals?
37. What search keywords do you want your website to display for on Google's search results page?
38. If you have your website's analytics report for last month, please provide us a copy.
39. Do you have a current budget for SEO, if so can you share it with us? Do you plan to increase / decrease this budget

#### Rank in order of importance

Though all of the below are important and worthy of consideration, please try and rank what is most important to your online presence:

- \_\_\_\_\_ Time to market
- \_\_\_\_\_ Ease of maintenance
- \_\_\_\_\_ Staying within the budget
- \_\_\_\_\_ A web strategy that fits with our corporate strategy
- \_\_\_\_\_ A web strategy that fits with our marketing strategy
- \_\_\_\_\_ Repurposing existing content
- \_\_\_\_\_ Creating a community of dedicated visitors
- \_\_\_\_\_ Quality execution (graphics, writing, navigation, etc.)
- \_\_\_\_\_ Doing better than our competition on the Web
- \_\_\_\_\_ People bookmark the site because they get so much out of it regularly
- \_\_\_\_\_ Sending the message that we know the Web and use it appropriately

## The field trip

This part of the profile is very important. The more work you put into it, the more your project will benefit. Find up to three of the highest quality sites on the Web that relate to your project in the following categories:

Size of site:

Size of project:

Your competitors' sites:

Quality of content:

Quality of graphics:

Appeal to same target group of customers:

Colors, look-and-feel, user interface, layout:

Publishing model (frequency, novelty of content, etc.):

Functionality (things sites do for people):

Whether or not you would build the site if you were in a different industry:

Attracting new people to the site (newsworthiness, giveaways, impact, etc.):

Branding in a similar situation to yours (new company, new brand, established brand, etc.):

Community, special features, responsiveness, other categories important to your project :

Overall favorite sites (for whatever reasons):

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## contact

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