



COLUMN FIVE

Brand Voice Questionnaire

Identify your brand voice to humanize your brand and communicate consistently through all content.

For more detail on using this template (as well as additional exercises), see our [Guide to Find Your Brand Voice](#).

➔ **1) When people interact with our brand, how do we want them to feel?**

For example, a security company that wants to be perceived as a trusted protector would use a confident and reassuring voice.

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➔ **2) What adjectives would we use to describe our brand?**

Choose 3-5 adjectives. For example, a toy brand might describe themselves as playful, silly, and adventurous.

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➔ **3) What does our competition sound like?**

Think about ways you can differentiate yourself through your brand voice.

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➔ **4) What is another brand with a voice we love?**

Don't emulate them directly, but identify how and why their voice resonates with you.

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➔ **5) If our brand were a celebrity, who would we be?**

For example, a hip luxury suit brand might describe themselves as George Clooney's younger brother.

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➔ **6) How do we want to talk about ourselves?**

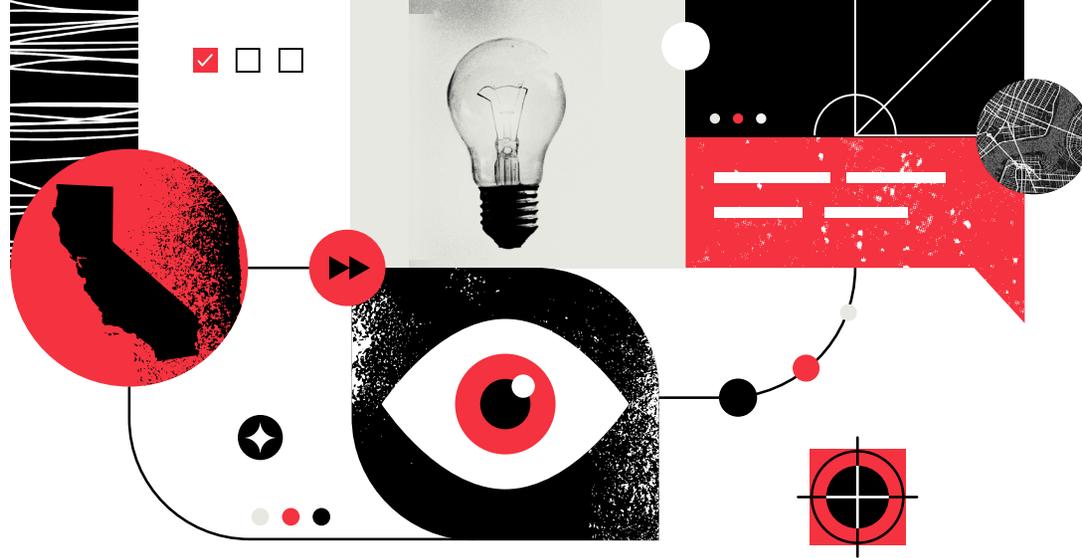
Think about your brand messaging, what you want to convey, the type of language you use, etc.

[Dotted-line response box]

➔ **7) Who do we NOT want to be/what do we want to avoid?**

Identify buzzwords you hate, phrases to avoid, etc.

[Dotted-line response box]



Column Five is a creative content agency based in Southern California and Brooklyn. We help brands discover and tell their best stories.

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