



Brand Questionnaire

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BRANDING PHOTOGRAPHER AND CREATIVE DIRECTOR

From experience, I know how to handle the challenge of standing out in a visual medium - people are overwhelmed with swathes of photos posted on Instagram, Facebook, and the wider advertising world, and understandably find it hard to create something new and unique which attracts attention.

My goal is not only to show your brand, but bring your story to life and engage your future clients' emotions, desires and values. They have to experience your brand on a different, and deeper, level.

That's why I prepared few essential questions that will help you define your visual strategy and they will bring me one step closer to understand your brand's mission.



Every brand
has a story

What is your company mission statement?

(in two sentences describe your brand, explain your company's goals and what problem it solves)

.....

What are your top values as a business?

.....

What problem do you solve for a customer?

.....

What is the story behind your brand?

.....

Write down 5 words that describe your brand.

(Think about your brand's personality. How would you describe it?)

.....



COSTUMER

Describe your ideal customer:

.....

What are your costumers values?

.....

Who are your primary clients/customers?

(Include age, location, interests, brands they like, etc.)

.....



COMPETITORS

Who are your 3 main competitors?

.....

What do you admire and dislike about their brand presence?

.....

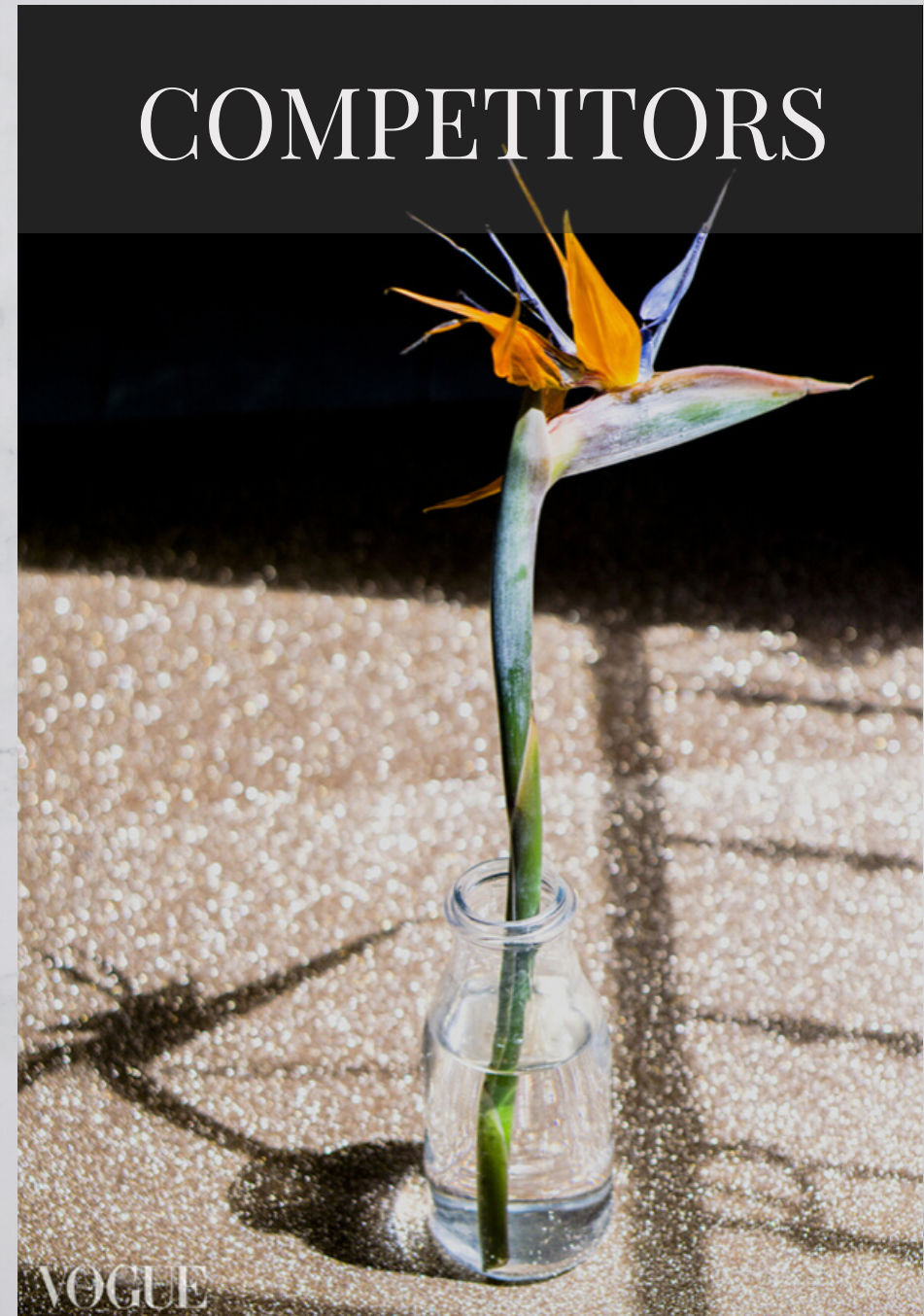
What is their strategy?

.....

How do you differ from them?

(what is your uniqueness)

.....



INSPIRATIONS

List the top 3 brands you like or love:

.....

What do you admire about them?

.....

What does inspire you and your brand?

.....

Where and how do you search for an inspiration?

.....



What emotions do you want to arouse when people see your brand ?

.....

What colours represent your brand and why?

.....

How would you describe your current style?

(dark moody, exotic, natural, big city, romantic, bright, etc.)

.....

What visual elements represent your brand and why?

.....

What personal things about you would you like your clients know and see?

.....



Words that describe me and my work:

AUTHENTIC
EXPLORATION



LISTENING
MEANING

JM branding photography

Who is JM?

"The eye should learn to listen before it looks." Robert Frank



I'm a Barcelona based freelance photographer and art director.

I help many female entrepreneurs and small business owners to find their authentic voice and tell their story in an outstanding and engaging way.

Worked for: Flow Puma San Music (Warner Music Poland), Polarise Music (Warner Music Poland), Shernas, Fundacja Zmian Społecznych "Kreatywni", NGO Nousol, Kodakit, Universitat Pompeu Fabra, Human concept & solutions

Publications: Kaltblut, Sleek, SuperiorMagazine, Vogue, Momo mag, Kodd Magazine, Republika Kobiet PL, Anywhere pl, Noa vee, Square magazine, Prestiz Magazine, Dolce Vita Magazine, Die fotografie foto magazine, Business Class, Puls Biznesu, Kaleido-scope, LOT Polish airlines in-flight magazine

[Check out what my clients say about me.](#)

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