**[](https://www.smartsheet.com/try-it?trp=11225&utm_source=integrated+content&utm_campaign=/content/brand-strategy-templates&utm_medium=Brand+Perception+Survey+word+11225&lpa=Brand+Perception+Survey+word+11225&lx=PFpZZjisDNTS-Ddigi3MyABAgeTPLDIL8TQRu558b7w)BRAND PERCEPTION**

**SURVEY TEMPLATE**

Shape, background pattern

Description automatically generatedBRAND PERCEPTION SURVEY

BRAND MANAGER NAME

BRAND MANAGER

00/00/0000

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| BRAND SURVEY | | | | | | | | | | | | | | | | | | |
|  |  |  |  |  | |  |  | |  |  | |  |  | |  |  | | |
| 1. | How familiar are you with our brand? | | NOT AT ALL | | VERY  LITTLE | | | SOMEWHAT | | | FAMILIAR | | | VERY  FAMILIAR | | | |  |
|  |  | |  | | |  | | |  | | |  | | | |  |
|  |  |  |  |  | |  |  | |  |  | |  |  | |  |  | |  |
| 2. | How likely  are you to recommend  us to friends  or family? | | Scale of  1 to 10 | | |  | 3. | | How did you find out about us? | | | Family or Friend | | | | |  |  |
|  |  | | |  |  | | Online Search | | | | |  |  |
|  |  |  |  |  | |  |  | |  |  | | Magazine, Blog,  or Other Media | | | | |  |  |
| 4. | What level of trust do you have in our brand? | | Scale of  1 to 10 | | |  |  | |  |  | | Social Media | | | | |  |  |
|  |  | | |  |  | | Other Please specify | | |  | | | | | |  |
|  |  |  |  |  | |  |  | |  |  | |  |  | |  |  | |  |
| 5. | Which words best describe  our brand? Choose up to 3. | | | | | Playful | | | |  | | Unconventional | | | | |  |  |
|  | Innovative | | |  | | Refined | | | |  | | Friendly | | | | |  |  |
|  | Unique | | |  | | Elite | | | |  | | Authoritative | | | | |  |  |
|  | Casual | | |  | | Rebellious | | | |  | | Classic | | | | |  |  |
|  |  |  |  |  | |  |  | |  |  | |  |  | |  |  | |  |
| 6. | In the time since you first became aware of us, has your perception of our brand changed? | |  |  | |  | 7. | | What brand comes to mind when you think of (product name)? | | | | | | | | |  |
|  |  |  | |  |  | |  |
|  | YES |  | |  |  | |  | | | | | | | | |  |
|  | NO |  | |  |  | |  |
|  |  |  |  |  | |  |  | |  |  | |  |  | |  |  | |  |
|  | Thank you for taking time to fill out this survey. | | | | | | | | | | | | | | | | |  |
|  | | | | | | | | | | | | | | | | | | |

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