**BRAND PERCEPTION**

**SURVEY TEMPLATE**

BRAND PERCEPTION SURVEY

BRAND MANAGER NAME

BRAND MANAGER

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| BRAND SURVEY |
|   |   |   |   |   |   |   |   |   |   |   |   |   |
| 1. | How familiar are you with our brand? | NOTAT 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 |  |   |
|   |  |   |   | OtherPlease 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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