[A green sign with white text

Description automatically generated with medium confidence](https://www.smartsheet.com/try-it?trp=11225&utm_source=integrated+content&utm_campaign=/content/brand-strategy-templates&utm_medium=Brand+Research+Interview+Questions+word+11225&lpa=Brand+Research+Interview+Questions+word+11225&lx=PFpZZjisDNTS-Ddigi3MyABAgeTPLDIL8TQRu558b7w)**BRAND RESEARCH INTERVIEW**

**QUESTIONS TEMPLATE**

|  |  |  |  |
| --- | --- | --- | --- |
| EMPLOYEE NAME | CONDUCTED BY | INTERVIEW DATE | LENGTH OF EMPLOYMENT |
|  |  |  |  |
| POSITION TITLE | | POSITION DEPARTMENT | |
|  | |  | |

NOTES ON THIS EMPLOYEE AS A BRAND KEEPER

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INTERVIEW QUESTIONS

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| --- | --- |
| How long have you been working at the company? Why do you continue to stay? If applicable: What inspired you to join the company in its infancy? What were your hopes then? |  |
| Describe the purpose of our company and brand. Why do we do what we do? How is the brand connected to our mission and vision? |  |
| How does our brand make a difference? Why do buyers stay loyal to us? |  |

|  |  |
| --- | --- |
| How does employee behavior reflect the brand’s values? |  |
| Who are our ideal clients? What is it about our brand that attracts them? |  |
| How would you describe our brand’s personality? In other words, if the brand were a person, who would it be? |  |
| What’s the first thing you would change about our brand? Which brand is the complete opposite of ours? What actions do we need to take to move ahead of our competition / maintain our lead? |  |
| Share a company-related or personal story that reflects the brand’s narrative or shows how the brand delivers on its promise? |  |

COMMENTS Provide a summary of the historical knowledge that this employee shared regarding the brand.

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