

Brand Perception Survey Template

All questions are optional. Select one answer for each choice question.

Write your answers to the open questions in the space provided.

Please answer about the brand named by the organizer. Tell us your own impression; it is fine if you are unfamiliar with the brand. All questions are optional.

1. Before this survey, how familiar were you with this brand?

- ☐ I had not heard of it
- ☐ I recognized the name only
- ☐ I knew a little about it
- ☐ I knew quite a lot about it
- ☐ I knew it very well

2. What words or ideas come to mind when you think of this brand?

3. What has most shaped your impression?

- ☐ Using its products or services
- ☐ Advertising or promotional content
- ☐ Recommendations from others
- ☐ Reviews or news coverage
- ☐ Another experience
- ☐ I do not have an impression

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4. How favorable or unfavorable is your overall impression?

- ☐ Very unfavorable
- ☐ Somewhat unfavorable
- ☐ Neither favorable nor unfavorable
- ☐ Somewhat favorable
- ☐ Very favorable
- ☐ I do not have enough information

5. How different does this brand seem from other options you know?

- ☐ Not at all different
- ☐ Slightly different
- ☐ Moderately different
- ☐ Very different
- ☐ Extremely different
- ☐ I do not know enough to compare

6. What makes the brand feel different, if anything?

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7. What would you want to understand better about this brand?
