

Brand Personality Survey Template

All questions are optional. Follow each question's directions.

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

Answer about the named brand based on your recent experience with it. All questions are optional. It is fine to choose "not enough information" when you cannot judge.

1. What three words first come to mind for the named brand?

2. Which recent touchpoint most shaped your impression?

- ☐ Product or service
- ☐ Website or app
- ☐ Advertisement
- ☐ Email or message
- ☐ Store or physical location
- ☐ Support interaction
- ☐ Another touchpoint
- ☐ I am not sure

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3. Which traits fit the brand best? Select up to three.

- ☐ Dependable
- ☐ Imaginative
- ☐ Energetic
- ☐ Approachable
- ☐ Refined
- ☐ Practical
- ☐ Bold
- ☐ Careful
- ☐ Another trait
- ☐ Not enough information

4. How consistent did the brand feel across the touchpoints you encountered?

- ☐ Very inconsistent
- ☐ Somewhat inconsistent
- ☐ Neither inconsistent nor consistent
- ☐ Somewhat consistent
- ☐ Very consistent
- ☐ I experienced only one touchpoint

5. How strongly did the brand feel [intended trait]?

- ☐ Not at all
- ☐ Slightly
- ☐ Moderately
- ☐ Very
- ☐ Extremely
- ☐ Not enough information

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6. Which touchpoint felt least consistent with the rest of the brand?

- ☐ Product or service
- ☐ Website or app
- ☐ Advertisement
- ☐ Email or message
- ☐ Store or physical location
- ☐ Support interaction
- ☐ Another touchpoint
- ☐ None felt inconsistent
- ☐ I am not sure

7. What one example best explains your description of the brand? Please do not include personal or confidential information.
