

Celebrity Endorsements Survey Template

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

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

Show the same neutral, authorized concept card before these seven questions. The preview's performer-and-bottle example is fictional. All fields are optional, always visible, and ask about this one pairing. Single-choice answers allow one selection; long-text answers are open.

1. How familiar are you with the proposed spokesperson?

- ☐ Not at all familiar
- ☐ Slightly familiar
- ☐ Moderately familiar
- ☐ Very familiar
- ☐ Extremely familiar

2. How well does this spokesperson fit the product shown in the campaign concept?

- ☐ Not at all well
- ☐ Slightly well
- ☐ Moderately well
- ☐ Very well
- ☐ Extremely well
- ☐ Not sure

3. What makes the spokesperson and product feel like a good or poor match?

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4. How believable would a product recommendation from this spokesperson feel to you?

- ☐ Not at all believable
- ☐ Slightly believable
- ☐ Moderately believable
- ☐ Very believable
- ☐ Extremely believable
- ☐ Not sure

5. What would this pairing make you think about the brand?

6. Compared with the same product ad without this spokesperson, how interested would you be in learning more?

- ☐ Much less interested
- ☐ A little less interested
- ☐ About the same
- ☐ A little more interested
- ☐ Much more interested
- ☐ Cannot tell from this concept

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7. What concern, if any, would you want the campaign team to address before using this spokesperson?
