

Brand recall survey

Answer from memory, without looking anything up. There are no right or wrong answers.

Interviewer

Place

Date

1 When you think of [category], which brand comes to mind first?

2 What other [category] brands can you think of? Name as many as you can.

3 Which of these [category] brands have you heard of before today? (tick all that apply)

☐ [Your brand] ☐ [Rival A] ☐ [Rival B] ☐ [Rival C] ☐ [Made-up name] ☐ None of these

4 How well do you know [Your brand]?

☐ Never heard of it ☐ Name only ☐ Know a little ☐ Know it well ☐ I use it

5 Which of these brands have you seen or heard advertised in the past month? (tick all that apply)

☐ [Your brand] ☐ [Rival A] ☐ [Rival B] ☐ [Rival C] ☐ [Made-up name] ☐ None of these

6 Where did you last see or hear something about [Your brand]?

☐ Online video ☐ Social media ☐ TV or radio ☐ In a store ☐ Someone I know

7 What do you remember about the latest advertising from [Your brand]?

8 Which of these brands have you bought in the past three months? (tick all that apply)

☐ [Your brand] ☐ [Rival A] ☐ [Rival B] ☐ [Rival C] ☐ None of these

9 If you were buying [category] today, which brand would you choose?

☐ [Your brand] ☐ [Rival A] ☐ [Rival B] ☐ [Rival C] ☐ Another brand

10 How often do you buy [category]?

☐ Every week ☐ Every month ☐ A few times a year ☐ Once a year or less ☐ Never

Optional questions (1 of 3)

Add any of these to the core questions. Keep the numbering running on from page one.

After a campaign

11 In the past two weeks, have you noticed any ads for [category]?

☐ Yes ☐ No ☐ Not sure

12 Which brand was that ad for?

13 Describe the ad you remember best. What happened in it?

14 Which of these lines have you seen or heard?

☐ [Your slogan] ☐ [Rival slogan] ☐ [Made-up line] ☐ None of these

15 Which brand uses the line "[Your slogan]"?

☐ [Your brand] ☐ [Rival A] ☐ [Rival B] ☐ Not sure

16 About how many times do you think you saw it?

☐ Once ☐ 2 or 3 times ☐ 4 or more ☐ Not sure

17 After seeing the ad, did you do any of these? (tick all that apply)

☐ Searched for it ☐ Visited the website ☐ Told someone ☐ Bought it ☐ None of these

Brand lift test

18 In the past two weeks, how often have you watched videos on YouTube?

☐ Every day ☐ A few times a week ☐ About once a week ☐ Less often ☐ Not at all

19 Which of these brands do you link with [the idea in your ad]? (tick all that apply)

☐ [Your brand] ☐ [Rival A] ☐ [Rival B] ☐ [Rival C] ☐ [Made-up name] ☐ None of these

Optional questions (2 of 3)

Add any of these to the core questions. Keep the numbering running on from page one.

Brand lift test (continued)

20 Which of these brands do you have a good opinion of? (tick all that apply)

☐ [Your brand] ☐ [Rival A] ☐ [Rival B] ☐ [Rival C] ☐ None of these

21 Which of these would you consider the next time you buy [category]? (tick all that apply)

☐ [Your brand] ☐ [Rival A] ☐ [Rival B] ☐ [Rival C] ☐ None of these

STATEMENT	VERY UNLIKELY				VERY LIKELY
22 How likely are you to look up [Your brand] online in the next week?	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5

Logo, name and other brand assets

23 Which brand does this logo belong to?

☐ [Your brand] ☐ [Rival A] ☐ [Rival B] ☐ Not sure

24 Which brand do you link with this colour?

☐ [Your brand] ☐ [Rival A] ☐ [Rival B] ☐ Not sure

25 Which brand uses this sound or jingle?

☐ [Your brand] ☐ [Rival A] ☐ [Rival B] ☐ Not sure

26 What brand does this pack, shape or character remind you of?

STATEMENT	VERY DIFFICULT				VERY EASY
27 How easy is it to say [Your brand] out loud?	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
28 How easy would it be to spell [Your brand] in a search box?	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5

29 Have you ever mixed up [Your brand] with another brand?

☐ Yes, often ☐ Once or twice ☐ Never ☐ Not sure

Optional questions (3 of 3)

Add any of these to the core questions. Keep the numbering running on from page one.

Events and sponsorships (visitors answer)

30 Which companies do you remember sponsoring or exhibiting at [event]?

31 Which of these were sponsors of [event]? (tick all that apply)

☐ [Your brand] ☐ [Sponsor B] ☐ [Non-sponsor rival] ☐ [Made-up name] ☐ None of these

32 Where at the event did you notice [Your brand]?

☐ Signs ☐ Stand or booth ☐ Event app ☐ On stage ☐ Did not notice

33 Did you visit the [Your brand] stand or talk to its staff?

☐ Yes ☐ No ☐ Not sure

About you (optional)

34 Which age group are you in?

☐ Under 25 ☐ 25 to 34 ☐ 35 to 44 ☐ 45 to 54 ☐ 55 or older

35 Who does most of the buying of [category] in your home?

☐ Mostly me ☐ We share it ☐ Someone else

36 Which region do you live in?

☐ [Region 1] ☐ [Region 2] ☐ [Region 3] ☐ [Region 4] ☐ Somewhere else