

BRAND RECOGNITION & RECALL QUESTIONNAIRE

Brand Recognition and Brand Recall questionnaires can vary greatly in the range and depth of questions they ask. To make this easy to implement we've picked 8 high-level questions that will work for any business in any industry.

Simply take these 8 questions, modify the variables to fit your business, and plug them into your survey software of choice.

If you don't already have a chosen survey software we recommend Google Forms. It's free and easy to use.

Question Templates

For each question we list the question itself, the format of the question (which corresponds to the options in Google Forms), the variables you'll need to edit, and any notes.

To use these templates copy the question and then modify any variables. Then you can start sending it out to your customers!

1. Which image is the logo for [brand name]?

Question Format: Multiple Choice

Variables: Make sure your brand name is in the question. The answers to this question should include your brand along with 3 - 4 competitor brands. For each answer choice attach the logo of that brand.

2. Which of the following brands are you currently using? *(Select all that apply)*

Question Format: Checkbox

Variables: The answers to this question should include your brand along with 3 - 4 competitor brands.

Note: For this question you'll want to include your company name along with names of the competitors in your market.

3. Which of the following brands do you use the most?

Question Format: Radio

Variables: The answers to this question should include your brand along with 3 - 4 competitor brands.

Note: For this question you'll want to include the same choices as question 2.

4. What is your opinion about the following brands?

Question Format: Multiple Choice Grid

Variables: The rows for this question should include your brand along with 3 - 4 competitor brands. The columns should be: Great Brand, Good Brand, Neutral, Bad Brand, Terrible brand, No opinion.

Note: For this question you'll want to include the same choices as question 2.

5. Where have you heard about [brand name]? *(Select all that apply)*

Question Format: Checkbox

Variables: Make sure your brand name is mentioned in the question.

Potential Answers: Social Media, Online Ad, Print Ad, Radio Ad, Word of mouth, Google, Billboard.

Note: Include answers that match the areas you've actively promoted your brand.

6. List 5 words you would use to describe [brand name].

Question Format: Short answer

Variables: Make sure your brand name is mentioned in the question.

Note: Ideally you want these answers to match the values of the brand.

7. What colors do you associate with [brand name]?

Question Format: Short answer

Variables: Make sure your brand name is mentioned in the question.

Note: Ideally you want these answers to match the color palette of the brand.

8. What is the slogan / tagline for [brand name]?

Question Format: Short answer

Variables: Make sure your brand name is mentioned in the question.

Note: Only use if your brand has a slogan / tagline.