

Takeaways: Brand Image–Identity Questionnaire

Below is a list of some of the top AI content creation tools, along with their best features and prices.

1. How familiar are you with [Brand Name]?

Type: Multiple Choice (Single Answer)

Options:

- Never heard of it
- Heard of it, but never interacted
- Somewhat familiar
- Very familiar
- I use it often

2. What comes to mind when you hear [Brand Name]? Checklist

Type: Checkbox (Select all that apply)

Checklist Options:

- I feel confident using it
- It feels premium
- It's fun and engaging
- It's easy to understand
- I feel connected to its values
- It's just okay
- I don't trust it fully
- It feels outdated
- It feels modern and fresh
- Other: _____

3. What industry do you associate [Brand Name] with?

Multiple Choice (Choose one)

- Fashion & Apparel
- Tech & Gadgets
- Food & Beverage
- Health & Wellness
- Finance
- Education
- Other: _____

4. Which competitors do you compare [Brand Name] to?

Type: Short Answer or Checkbox (You can choose based on your use case)

Option A: Short Answer

Let respondents type freely:

Answer: _____

Useful when you want to open insights or discover unexpected competitor names.

Option B: Checkbox (Multiple Select)

Use if you already know your direct competitors:

Select all that apply:

- Brand A
- Brand B
- Brand C
- I don't compare it to any
- Other: _____

6. Rate [Brand Name] on the following attributes (1-10 scale):

- Trustworthiness
- Quality
- Innovation
- Value for money
- Customer service
- Social responsibility

Purchase Intention Measurement:

7. How likely are you to purchase from [Brand Name]?

Type: Multiple Choice (Single Answer – Like Scale)

Options:

- Very likely
- Somewhat likely
- Neutral
- Unlikely
- Very unlikely

8. What factors influence your purchasing decision?

Type: Checkbox (Select all that apply)

Options:

- Price
- Quality
- Brand reputation
- Reviews or ratings
- Personal recommendations
- Social media presence
- Product availability
- Discounts or offers
- Sustainability/eco-consciousness
- Other: _____

9. What would make you more likely to choose [Brand Name]?

Type: Short Answer or Checkbox (Based on your goal)

Option A: Short Answer

Answer: _____

Option B: Checkbox (for common improvement areas)

- Better pricing
- More variety
- Improved customer service
- Easier website experience
- More trust or transparency
- Clearer brand communication
- Loyalty programs or rewards
- Other: _____

10. How do you typically discover new products/services?

Type: Checkbox (Select all that apply)

Options:

- Social media (Instagram, LinkedIn, etc.)
- Search engines (Google, Bing)
- YouTube or video content
- Influencer recommendations
- Ads (online/offline)
- Word of mouth
- Email newsletters
- In-store displays
- Other: _____

- 1. Identity ≠ Image** — What you project isn't always what's perceived
- 2. Audit + Research = Clarity** — Know your brand touchpoints, values & customer sentiment
- 3. Fix the Gaps** — Visuals, tone, customer experience — align them all
- Measure What Matters** — Use KPIs like recall, NPS, sentiment to track progress
- Consistency Wins** — Quarterly reviews & continuous training = long-term trust
- Brand Equity Pays Off** — Aligned brands see 15–30% higher ROI & loyalty
- Localize Intelligently** — Adapt messaging, not just language, for regional success