

Brand Tracker (wave survey)

9 questions · 6 min. to complete

NOTES FOR PARTICIPANTS

We would like to know which brands you are aware of in this product category and how you rate them. The survey takes about 6 minutes. There are no right or wrong answers.

1 Which brands in this product category come to mind spontaneously?

Please name the brand you think of first.

2 Which other brands in this category do you know without us naming them?

Please name all further brands that come to mind.

In your own words, please.

3 Which of the following brands do you know, at least by name?

Multiple answers possible.

- | | |
|---------------------------------------|---|
| ☐ Our brand | ☐ Competitor D |
| ☐ Competitor A | ☐ Competitor E |
| ☐ Competitor B | ☐ None of these brands |
| ☐ Competitor C | |

4 Which of these brands would you seriously consider when buying?

Multiple answers possible.

- | | |
|---------------------------------------|---|
| ☐ Our brand | ☐ Competitor D |
| ☐ Competitor A | ☐ Competitor E |
| ☐ Competitor B | ☐ None of these brands |
| ☐ Competitor C | |

5 Which brand do you currently use most often?

- | | |
|---------------------------------------|--|
| ☐ Our brand | ☐ Competitor D |
| ☐ Competitor A | ☐ Competitor E |
| ☐ Competitor B | ☐ I use no brand in this category |
| ☐ Competitor C | |

6 How likely are you to recommend the brand you use?

0 = not at all likely, 10 = extremely likely.

☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
0	1	2	3	4	5	6	7	8	9	10

0 – not at all likely

10 – extremely likely

7 How well do the following attributes fit our brand?

Please rate each attribute separately.

Please tick one box per row.

	Does not apply at all	Rather does not apply	Partly	Rather applies	Fully applies
Trustworthy	☐	☐	☐	☐	☐
Innovative	☐	☐	☐	☐	☐
Good value for money	☐	☐	☐	☐	☐
High quality	☐	☐	☐	☐	☐
Likeable	☐	☐	☐	☐	☐
Fits me	☐	☐	☐	☐	☐

8 Where have you come across advertising or posts about brands in this category in the past four weeks?

- | | |
|--|--|
| ☐ Television | ☐ Recommendation from people I know |
| ☐ Online advertising / social media | ☐ In store / at the point of sale |
| ☐ Search engine | ☐ Nowhere |
| ☐ Print / billboard | |

9 What else comes to mind about our brand?

Optional — any thought helps us.

In your own words, please.

Prefer to analyse it digitally?

On paper, every sheet has to be typed up afterwards. The same template runs in DataLion as an online survey, and the analysis builds itself as responses come in — filters by department included, PowerPoint export too.

<https://datalion.com/en/templates/brand-tracker/>

A free template from DataLion. The same questionnaire is available as a ready-made online survey with automatic analysis:
<https://datalion.com/en/templates/brand-tracker/>