

BRAND LIKABILITY INDEX

Do people like your brand and do they like doing business with your company? These are key questions for marketing success. The Brand Likability Index measures consumers level of attachment to your brand.

Typically run on-line, it is a short survey tool for defining the level of emotional attachment.

1. If Brand X was a person or thing, who or what would it be?

2. Describe doing business with Brand X by ticking the most appropriate box

- Hard to get things done and/or be around
- Average for the industry
- Easy to work with
- Great to be around
- Nice people, but they have issues
- Love them/it

3. Describe your relationship with Brand X

- Warm
- Passionate
- Functional
- Utility value only
- Cool to cold
- Not interested enough to answer this question

4. When you buy Brand X, is it:

- A grudge purchase
- Enjoyable
- Fun
- Boring
- Who cares

5. Once you have purchased Brand X, did you feel

- Calm & content with your decision
- Invigorated by buying Brand X
- Neutral
- A bit disappointed
- "Uh oh, what have I done?"

6. How long have you been purchasing Brand X?

- Purchased once
- Purchased twice
- Regular customer

Forward your response(s) to info@simpletruths.com.au and we will issue your 'brand likability score'. OR fill it in and fax us on 02 99772017.