

Questions for running a brand lift study

Choosing good survey questions is crucial for obtaining accurate and actionable insights in a brand lift study. Well-crafted questions help in precisely measuring

- brand awareness
- ad recall
- brand perception
- purchase intent



This accuracy ensures that marketers can make informed decisions, optimize their campaigns effectively, and ultimately drive better business results. Poorly designed questions can lead to ambiguous or misleading data, wasting resources and potentially leading to incorrect conclusions about the effectiveness of marketing efforts.

Here are some common survey questions for each category:

Brand Awareness

1. Unaided Brand Awareness

- “When you think of [product category], what brands come to mind?”
- “Can you name any brands of [product category] that you have seen or heard about recently?”
- “Describe a recent experience or interaction you had with any brand in [product category]. Which brand was it?”

2. Aided Brand Awareness

- “Have you heard of [Brand Name]?”
- “Which of the following brands of [product category] are you aware of? (List of brands including [Brand Name])”
- “Have you ever come across [Brand Name] in any of the following places: social media, online ads, TV, or in-store?”

Ad Recall

1. Unaided Ad Recall

- “Have you seen any advertisements for [product category] recently? If yes, which brands were they for?”
- “Can you recall any advertisements you’ve seen recently for [Brand Name]?”
- “Think of the last advertisement that made you stop and watch. Was it for [Brand Name]? If yes, what elements made it memorable?”

2. Aided Ad Recall

- “In the past week, have you seen an ad for [Brand Name]?”
- “Which of the following brands’ ads have you seen recently? (List of brands including [Brand Name])”
- “In the past month, have you noticed any ads for [Brand Name] while browsing the internet or using social media platforms?”

Brand Perception

1. Perception of Quality

- “How would you rate the quality of [Brand Name]’s products?”
- “On a scale of 1 to 5, how would you describe the quality of [Brand Name]?”
- “Think of [Brand Name]. How does it compare to the top three brands in [product category] regarding quality and innovation?”

2. Brand Attributes

- “Which of the following words best describe [Brand Name]? (Reliable, Innovative, High-Quality, etc.)”
- “How strongly do you agree with the statement: ‘[Brand Name] offers good value for the price’?”
- “How do you feel about [Brand Name]’s commitment to social and environmental issues?”

3. Overall Impression

- “What is your overall impression of [Brand Name]?”
- “How favorable is your opinion of [Brand Name]?”
- “What is the most compelling reason you would (or would not) choose [Brand Name] over its competitors?”

Purchase Intent

1. Likelihood to Purchase

- “How likely are you to purchase [Brand Name] the next time you buy [product category]?”
- “On a scale of 1 to 5, how likely are you to consider buying products from [Brand Name]?”
- “Consider a scenario where [Brand Name] is on sale. How likely are you to buy it compared to your usual brand?”

2. Consideration Set

- “Is [Brand Name] one of the brands you would consider when purchasing [product category]?”
- “Which of the following brands would you consider purchasing? (List of brands including [Brand Name])”
- “Think about your next purchase of [product category]. How does [Brand Name] fit into your decision-making process compared to other brands you are familiar with?”

3. Action-oriented Questions

- “Have you taken any action as a result of seeing [Brand Name] advertising? (Visited website, searched for more information, etc.)”
- “How likely are you to recommend [Brand Name] to a friend or colleague?”
- “After seeing an ad for [Brand Name], what actions did you take? (e.g., visited the website, looked up reviews, shared with a friend). Why did you take these actions?”

These questions help to measure the key performance indicators of a brand lift study, providing insights into how well an advertising campaign is performing in terms of raising awareness, creating positive brand perceptions, and driving purchase intent.