

Guidance for Writing Your Brand Survey

One of the first steps we took in our Mission and Values process was to survey our employees to understand what they believed about our brand. We used Google forms, but you can use any simple survey tool.

Make the survey optional, but write an intro that shows you appreciate employees filling it out. If you are sending out the survey prior to conducting a workshop, mention that.

*Thanks for helping us out! Your response to this survey will help us prepare for

workshop on_____.*

Let people know how long it should take them to complete the survey. We recommend keeping the survey length under ten minutes.

This survey should take you _____ minutes to complete.

Set a deadline for completing the survey.

Please complete this survey by _____.

Reiterate why it matters and how the feedback will be used:

Your feedback will help us understand what makes [BRAND] special and how we translate that narrative into our brand, values, and culture.

You can find tons of brand survey questions online, but a few of the questions that we found the most useful are spelled out below.

It's a good idea to ask people to give you ONE word to describe your brand because that makes them choose the most important one. Asking it as an open-ended question is better than giving them a list of words to choose from because it allows you to see how aligned your employees are, or aren't. It also allows employees to



surprise you with words you may not have considered. Follow it up with a question that allows them to explain why they selected that word.

Q. Some brands are so clear in who they are and what they offer their customers

that their promise can be summarized in just ONE word. Disney is about "magic." Coke is about "happiness." If you were to use just ONE word to describe what [BRAND] offers its customers, what would that word be?

Q. In a sentence or two, tell us why you think the word you chose applies to [BRAND].

In addition to asking your employees directly about your brand, it's a good idea to ask them some projective questions because these help them articulate values. Projective exercises are particularly good at helping people articulate a future vision. In this case, we asked about animals.

Q. Now we are going to show you some images. We want you to choose the ONE image that you think best represents the impression you want people to have of [BRAND].

This question is not about choosing an image that is most appealing visually. It's about selecting the image that is the best metaphor for how you would like [BRAND] to be perceived in the future.

Which of these animals best represents the impression you want people to have of [BRAND]?

Q. Please explain why you chose that image.

You can adapt the previous question to ask your employees to imagine your brand as any type of person, place, or object. Good examples include types of vehicles, tools, or cities.

It's helpful to ask the question a couple of different ways so you can compare the answers and look for themes. Unsplash is a great source for rights-free images that you can use.

This last question is a favorite of account planners and brand strategists everywhere because it cuts to the heart of what we want to be true of our brand.



Q. If you could wave a magic wand and get customers and potential customers to think ANYTHING about [BRAND], what would you want them to think?

Feel free to incorporate other questions into your survey, but these few questions will help you understand what employees believe about your brand today and what they want it to be known for tomorrow.

