HIT Preview

Consent

In this HIT, you will be shown several elements of a brand's identity, including a logo, a description of the brand, and/or text from the brand's website. You will then be asked to evaluate the brand through a series of questions.

We will not collect any personally identifiable information during this task.

By accepting this HIT, you agree to answer these questions accurately, and consent to your responses being used as part of research on brand identity.

Instructions: Below, we will show you a firm's logo, along with two textual descriptions of the firm. The first is a description of the firm's brand identity, taken from the firm's website. The second is a third party description of the firm. You will then be asked a series of questions about the firm, including how well certain words describe the brand.

Company name:	${name}
Logo:	${logo}
Text describing the brand's identity:	${about_us}
Text describing what the brand does:	${cb_desc}

Are you familiar with this brand?

I have not heard of this brand	I have heard of this brand	I am very familiar with this brand
◯	◯	◯

Have you previously purchased a product or service from this brand?

No ◯   Yes ◯

Marketers often talk about a brand's "personality," meaning the personality or human-like traits that are associated with a brand. We are interested in learning what personality traits are associated with the brand displayed above.

Based on the brand logo and descriptions given above, please rate to what extent the following words describe the brand:

	Not at all descriptive	Slightly descriptive	Moderately descriptive	Very descriptive	Extremely descipritive
honest	○	○	○	○	○
depressing	○	○	○	○	○
secure	○	○	○	○	○
outdoorsy	○	○	○	○	○
independent	○	○	○	○	○
small-town	○	○	○	○	○
glamorous	○	○	○	○	○
exciting	○	○	○	○	○
upper class	○	○	○	○	○
corporate	○	○	○	○	○
boring	○	○	○	○	○
young	○	○	○	○	○
imaginative	○	○	○	○	○
spirited	○	○	○	○	○
leader	○	○	○	○	○
ugly	○	○	○	○	○
daring	○	○	○	○	○
smooth	○	○	○	○	○
successful	○	○	○	○	○
masculine	○	○	○	○	○
wholesome	○	○	○	○	○
charming	○	○	○	○	○
technical	○	○	○	○	○
old	○	○	○	○	○

confident	○	○	○	○	○
old fashioned	○	○	○	○	○
reliable	○	○	○	○	○
intelligent	○	○	○	○	○
trendy	○	○	○	○	○
real	○	○	○	○	○
feminine	○	○	○	○	○
rugged	○	○	○	○	○
friendly	○	○	○	○	○
fake	○	○	○	○	○
family-oriented	○	○	○	○	○
cheerful	○	○	○	○	○
hard working	○	○	○	○	○
western	○	○	○	○	○
down-to-earth	○	○	○	○	○
sentimental	○	○	○	○	○
contemporary	○	○	○	○	○
good looking	○	○	○	○	○
up-to-date	○	○	○	○	○
sincere	○	○	○	○	○
unique	○	○	○	○	○
cool	○	○	○	○	○
original	○	○	○	○	○
tough	○	○	○	○	○

How consistent do you feel the brand's logo is with the textual descriptions?

Not at all consistent	Somewhat consistent	Moderately consistent	Very consistent	Extremely consistent
○	○	○	○	○

How favorably do you view (how much do you like) the above brand?

Not at all favorably	Somewhat favorably	Moderately favorably	Very favorably	Extremely favorably
○	○	○	○	○

Based on the logo and text, how likely are you to purchase a product or service from this brand?

Very unlikely	Unlikely	Neither likely nor unlikely	Likely	Very likely
○	○	○	○	○

Submit