

On the following pages, you will be asked to evaluate several brands. 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, and 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 clicking the below link, you agree to answer these questions accurately, and consent to your responses being used as part of research on brand identity.

Do you agree to participate in this task?

[YES] [NO]

If [YES], page 2. If [NO], leave the task.

[BRAND LOGO HERE]

[FUNCTIONAL DESCRIPTION OF THE BRAND HERE, IF AVAILABLE]

[COMPANY WEBSITE TEXT DESCRIBING THE BRAND HERE, IF AVAILABLE]

(See appendix for an illustration of these fields.)

Please answer the following questions about the brand displayed above:

1. Do you know this brand? [YES] [NO]

2. Have you ever purchased this brand? [YES] [NO]

Brand evaluations:

Please evaluate to what degree the above brand embodies the following traits, based on the logo and text displayed above:

[Scale of 1-7; NOT AT ALL to VERY MUCH]

[RANDOM ORDER, PRESENTED WITH SCALE; RED ITEMS ARE
INSERTED AS ATTENTION CHECKS, AS THEY REFLECT OPPOSITE
SENTIMENTS AS ITEMS FROM THE ORIGINAL SCALE.
PARTICIPANTS WHO FAIL THE ATTENTION CHECKS WILL NOT
BE ABLE TO PROCEED WITH THE STUDY.]

- | | | |
|-------------------|-----------------|----------------|
| • down-to-earth | • spirited | • leader |
| • family-oriented | • cool | • confident |
| • small-town | • young | • upper class |
| • honest | • old | • glamorous |
| • sincere | • imaginative | • good looking |
| • real | • unique | • ugly |
| • fake | • up-to-date | • charming |
| • wholesome | • old fashioned | • feminine |
| • original | • independent | • smooth |
| • cheerful | • contemporary | • outdoorsy |
| • depressing | • reliable | • masculine |
| • sentimental | • hard working | • Western |
| • friendly | • secure | • tough |
| • daring | • intelligent | • rugged |
| • trendy | • technical | |
| • exciting | • corporate | |
| • boring | • successful | |

Additional questions:

3. Do you feel that the brand logo is consistent with the textual description of the brand? [1-7, VERY INCONSISTENT to VERY CONSISTENT]

4. How favorably do you view (how much do you like) the above brand? [1-7, VERY UNFAVORABLY to VERY FAVORABLY]

5. After viewing the branding materials above, how likely are you to purchase a product or service from this brand? [1-7, NOT LIKELY to VERY LIKELY]

APPENDIX A: EXAMPLE OF BRAND DATA



Summary: Accenture is a global management consulting, technology services and outsourcing company, with approximately 204,000 people serving clients in more than 120 countries. Combining unparalleled experience, comprehensive capabilities across all industries and business functions, and extensive research on the world's most successful companies, Accenture collaborates with clients to help them become high-performance businesses and governments.

Website text: The people to lead. The knowledge to innovate. The vision to transform.

WHAT WE DO: Accenture solves our clients' toughest challenges by providing unmatched services in strategy, consulting, digital, technology and operations. We partner with more than three-quarters of the Fortune Global 500, driving innovation to improve the way the world works and lives. With expertise across more than 40 industries and all business functions, we deliver transformational outcomes for a demanding new digital world. Accenture Strategy Shapes the future at the intersection of business and technology Accenture Consulting Transforms businesses through industry expertise and insights Accenture Digital Creates value through new experiences, new intelligence and new connections Accenture Technology Powers businesses with cutting-edge solutions using established and emerging technologies Accenture Operations Delivers outcomes through infrastructure, security, cloud and business process services

WHAT SETS US APART, BY THE NUMBERS: WE SERVE CLIENTS IN MORE THAN 120 countries, WE WORK ACROSS MORE THAN 40 industries; OF OUR TOP 100, CLIENTS 98 have worked with us for at least 10 years. WE HAVE MADE 14 consecutive appearances in Fortune's "World's Most Admired Companies" list. WE HAVE 5K patents and patent pending applications in 44 countries.

In today's business environment, companies need to continually reinvent themselves. At Accenture, we take an innovation-led approach to help clients "imagine and invent" their future. Through the Accenture Innovation Architecture, we combine our capabilities to invent, develop, and deliver disruptive innovations for clients, and to scale them faster. Of all of our accomplishments, we take pride in our business performance, diversity and corporate citizenship. We're honored to be recognized for our success in these categories. Accenture is a leading global professional services company, providing a broad range of services and solutions in strategy, consulting, digital, technology and operations. Combining unmatched experience and specialized skills across more than 40 industries and all business functions, underpinned by the world's largest delivery network. Accenture works at the intersection of business and technology to help clients improve their performance and create sustainable value for their stakeholders. With approximately 401,000 people serving clients in more than 120 countries, Accenture drives innovation to improve the way the world works and lives.