

# BRAND RESEARCH INTERVIEW QUESTIONS TEMPLATE

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EMPLOYEE NAME	CONDUCTED BY	INTERVIEW DATE	LENGTH OF EMPLOYMENT
POSITION TITLE	POSITION DEPARTMENT		

## NOTES ON THIS EMPLOYEE AS A BRAND KEEPER

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## INTERVIEW QUESTIONS

How long have you been working at the company? Why do you continue to stay? If applicable: What inspired you to join the company in its infancy? What were your hopes then?	
Describe the purpose of our company and brand. Why do we do what we do? How is the brand connected to our mission and vision?	
How does our brand make a difference? Why do buyers stay loyal to us?	

<p>How does employee behavior reflect the brand's values?</p>	
<p>Who are our ideal clients? What is it about our brand that attracts them?</p>	
<p>How would you describe our brand's personality? In other words, if the brand were a person, who would it be?</p>	
<p>What's the first thing you would change about our brand? Which brand is the complete opposite of ours? What actions do we need to take to move ahead of our competition / maintain our lead?</p>	
<p>Share a company-related or personal story that reflects the brand's narrative or shows how the brand delivers on its promise?</p>	

COMMENTS Provide a summary of the historical knowledge that this employee shared regarding the brand.

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