**BRAND RESEARCH INTERVIEW**

**QUESTIONS TEMPLATE**

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

NOTES ON THIS EMPLOYEE AS A BRAND KEEPER

|  |
| --- |
|  |

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? |  |

|  |  |
| --- | --- |
| How does employee behavior reflect the brand’s values?  |  |
| Who are our ideal clients? What is it about our brand that attracts them? |  |
| How would you describe our brand’s personality? In other words, if the brand were a person, who would it be? |  |
| 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? |  |
| Share a company-related or personal story that reflects the brand’s narrative or shows how the brand delivers on its promise?  |  |

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

|  |
| --- |
|  |

|  |
| --- |
| **DISCLAIMER**Any articles, templates, or information provided by Smartsheet on the website are for reference only. While we strive to keep the information up to date and correct, we make no representations or warranties of any kind, express or implied, about the completeness, accuracy, reliability, suitability, or availability with respect to the website or the information, articles, templates, or related graphics contained on the website. Any reliance you place on such information is therefore strictly at your own risk. |