**HIP HOP**

**BRAND TEST**

**SURVEY**

Version A

1. **Which Hip Hop BRAND NAME do you like the best?** (Circle one response)
2. [Brand Name 1]
3. [Brand Name 2]
4. [Brand Name 3]
5. [Brand Name 4]
6. **For [Brand Name 1], which LOGO do you like the best?** (Circle one response)
7. [Brand Name 1, Logo A]
8. [Brand Name 1, Logo B]
9. [Brand Name 1, Logo C]
10. **For [Brand Name 2], which LOGO do you like the best?** (Circle one response)
11. [Brand Name 2, Logo A]
12. [Brand Name 2, Logo B]
13. [Brand Name 2, Logo C]
14. **For [Brand Name 3], which LOGO do you like the best?** (Circle one response)
15. [Brand Name 3, Logo A]
16. [Brand Name 3, Logo B]
17. [Brand Name 3, Logo C]
18. **For [Brand Name 4], which LOGO do you like the best?** (Circle one response)
19. [Brand Name 4, Logo A]
20. [Brand Name 4, Logo B]
21. [Brand Name 4, Logo C]
22. **Please choose your OVERALL favorite logo design.** (Circle one response)
23. [Brand Name 1, Logo A]
24. [Brand Name 1, Logo B]
25. [Brand Name 1, Logo C]
26. [Brand Name 2, Logo A]
27. [Brand Name 2, Logo B]
28. [Brand Name 2, Logo C]
29. [Brand Name 3, Logo A]
30. [Brand Name 3, Logo B]
31. [Brand Name 3, Logo C]
32. [Brand Name 4, Logo A]
33. [Brand Name 4, Logo B]
34. [Brand Name 4, Logo C]