

Exp: 03/31/2016

# **HIP HOP BRAND TEST SURVEY**

Version A

Exp: 03/31/2016

**1. Which Hip Hop BRAND NAME do you like the best? (Circle one response)**

A. [Brand Name 1]

B. [Brand Name 2]

C. [Brand Name 3]

D. [Brand Name 4]

Exp: 03/31/2016

**2. For [Brand Name 1], which LOGO do you like the best? (Circle one response)**

A. [Brand Name 1, Logo A]

B. [Brand Name 1, Logo B]

C. [Brand Name 1, Logo C]

Exp: 03/31/2016

**3. For [Brand Name 2], which LOGO do you like the best? (Circle one response)**

A. [Brand Name 2, Logo A]

B. [Brand Name 2, Logo B]

C. [Brand Name 2, Logo C]

Exp: 03/31/2016

**4. For [Brand Name 3], which LOGO do you like the best? (Circle one response)**

A. [Brand Name 3, Logo A]

B. [Brand Name 3, Logo B]

C. [Brand Name 3, Logo C]

Exp: 03/31/2016

**5. For [Brand Name 4], which LOGO do you like the best? (Circle one response)**

A. [Brand Name 4, Logo A]

B. [Brand Name 4, Logo B]

C. [Brand Name 4, Logo C]

Exp: 03/31/2016

**6. Please choose your OVERALL favorite logo design. (Circle one response)**

- A. [Brand Name 1, Logo A]
- B. [Brand Name 1, Logo B]
- C. [Brand Name 1, Logo C]
- D. [Brand Name 2, Logo A]
- E. [Brand Name 2, Logo B]
- F. [Brand Name 2, Logo C]
- G. [Brand Name 3, Logo A]
- H. [Brand Name 3, Logo B]
- I. [Brand Name 3, Logo C]
- J. [Brand Name 4, Logo A]
- K. [Brand Name 4, Logo B]
- L. [Brand Name 4, Logo C]

Unique ID \_\_\_\_\_

OMB No: 0910-0674

Exp: 03/31/2016