

Exp: 03/31/2016

**OMB No: 0910-0674****Expiration Date: 03/31/2016**

**Paperwork Reduction Act Statement:** This document is part of the information collected under the focus group portion of this information collection which includes understanding and answering the Check-In Survey, Brand Test Stimuli, Hip Hop Brand Test Survey [Versions A and B], Preliminary Creative Concept Testing Stimuli, Hip Hop Creative Concept Survey Spreadsheet, and the Moderator Guide documents. The public reporting burden for this portion of the collection of information has been estimated to average 90 minutes per response (the time estimated to understand the instructions, participate in the focus group, and answer the questions). Send comments regarding this burden estimate or any other aspects of this information collection, including suggestions for reducing burden, to [PRASaff@fda.hhs.gov](mailto:PRASaff@fda.hhs.gov).

# HIP HOP BRAND TEST SURVEY

Version B

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

A. [Brand Name 4]

B. [Brand Name 3]

C. [Brand Name 2]

D. [Brand Name 1]

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

A. [Brand Name 4, Logo C]

B. [Brand Name 4, Logo B]

C. [Brand Name 4, Logo A]

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

A. [Brand Name 3, Logo C]

B. [Brand Name 3, Logo B]

C. [Brand Name 3, Logo A]

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

A. [Brand Name 2, Logo C]

B. [Brand Name 2, Logo B]

C. [Brand Name 2, Logo A]

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

A. [Brand Name 1, Logo C]

B. [Brand Name 1, Logo B]

C. [Brand Name 1, Logo A]

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

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

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