

BRAND TEST SURVEY

Version B

Paperwork Reduction Act Statement: The public reporting burden for this information collection has been estimated to average 30 minutes per response to complete the Brand Test Survey (the time estimated to read, review, and complete). Send comments regarding this burden estimate or any other aspects of this information collection, including suggestions for reducing burden, to PRStaff@fda.hhs.gov.

Unique ID _____

1. Which 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]

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]

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]

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]

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]

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]