

# Brand Awareness Campaign Evaluation Form

Name

Email

## General Information

How familiar are you with [Brand Name]?

Where did you see or hear about this campaign?

## Campaign Impact

How memorable was the campaign?

1  2  3  4  5

Did the campaign improve your perception of the brand?

Yes  No  Unsure

After seeing the campaign, how likely are you to consider [Brand Name]?

Very likely  Somewhat likely  Neutral  Unlikely  Very unlikely

Your feedback

Additional comments or suggestions