

Brand Awareness Campaign Evaluation Form

Name

Email

General Information

How familiar are you with [Brand Name]?

Select



Where did you see or hear about this campaign?

e.g. Social Media, TV, Rad

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