

# Audience Testing Template

## *Choosing a Brand Name*

### 01 Demographic information

Age:	
Gender:	
Education Level:	
Occupation:	

### 02 Perception of brand names

- Which brand names come to mind when you think of this product/service?
- What qualities do you associate with these brand names?
- Which brand names do you consider to be most catchy?
- Are there any brand names that you find confusing or hard to remember?

### 03 Reaction to brand names

Please rate the following potential brand names on a scale of 1-5, with 1 being "not at all appealing" and 5 being "very appealing":

Potential brand name 1: \_\_\_\_\_

Potential brand name 2: \_\_\_\_\_

Potential brand name 3: \_\_\_\_\_

- Which potential brand name do you think best fits the product/service?
- Are there any potential brand names that you would NOT want to be associated with the product/service?

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### 04 Association with names

- What qualities do you associate with the potential brand names?
- Do any of the potential brand names remind you of any other brands?
- Which potential brand name leaves an impression on you?
- Which potential brand name is the easiest to remember?

### 05 Open Remarks

Do you have any other comments or suggestions regarding the potential brand names?

Do you have any recommendations for how the potential brand names could be improved?



Note: This template can be modified to fit the specific needs and goals of the brand name testing process. Additionally, it may be useful to recruit participants who fit the target audience for the product/service in question, in order to gather the most relevant and insightful feedback.

#### Remember to:

- Align your name with your brand identity
- Consider metaphors and emotionally charged words
- Make it easy to pronounce, spell, and recall
- Perform trademark checks on your name

