5 sample questions about advertising and brands.

1. Can you name a brand of bag? Why do you know it?

2. Do TV ads annoy you? For example?

3. Which ads do you look at or listen to the most?
   a) TV b) Internet c) Newspaper d) other

4. What do you think about Google as a brand?

5. Do you have any negative thoughts when you think about Toyota?
Advertising & Brands Attitude Survey

Write 5 questions about advertising and brands.

1. ...........................................................................................................................................?

2. ...........................................................................................................................................?

3. ...........................................................................................................................................?

   a) .................................... b) ................................. c) .................................

4. ...........................................................................................................................................?

5. ...........................................................................................................................................?

Then talk to 5 students & write their responses.

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<tr>
<th>Name</th>
<th>Student 1</th>
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Write a short report after you have talked to five people.

For example: Many students are fanatics about Apple. They love their cool products. Some students think Coca Cola is annoying. It always has noisy advertising on TV. And its colors are boring. One student thinks Coach is a cool brand because it has a good website. ....... etc.......