

The right formula

Taking driving into the classroom

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The Ultimate
Driving Machine

Communications - Theme 13: What is a brand

Template 13b

Brand Survey

BRAND NAME: _____

From the words below, circle those that you think represent this brand.

Active	Elegant	Favourite	Modern	Successful
Advanced	Elitist	Friendly	Reliable	Technological
Approachable	Environmental	Funny	Popular	Traditional
Caring	Established	Green	Progressive	Value for money
Consumer-led	Excitable	Innovative	Quality	World leaders
Contemporary	Expensive	Imaginative	Service focused	Youthful
Dynamic	Fashionable	Leading	Sporty	Other _____

Participant's details

Age group: under 20 21-30 31-50 over 50

Gender: _____ (male or female)