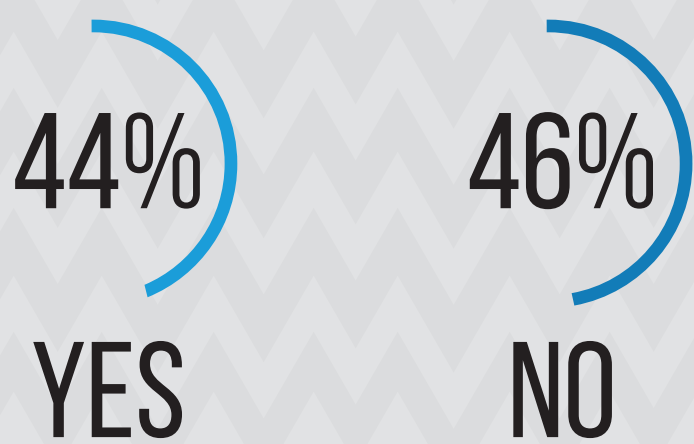


# BRANDING DESIGN SURVEY

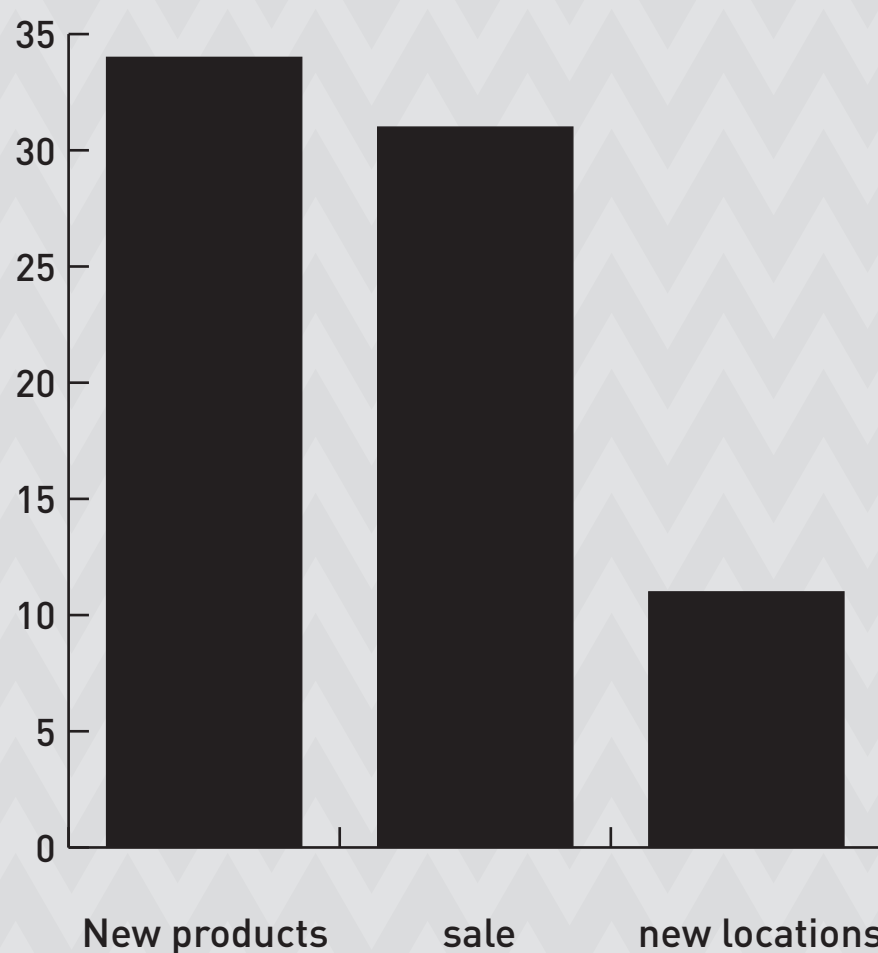
# 2015

WE ASKED AROUND 50 PEOPLE WHO ARE STUDENTS OR WHO ARE WORKING HERE TO REVEAL SOME IDEAS OF HOW THEY THINK ABOUT BRANDING DESIGN. HERE ARE THE RESULTS...

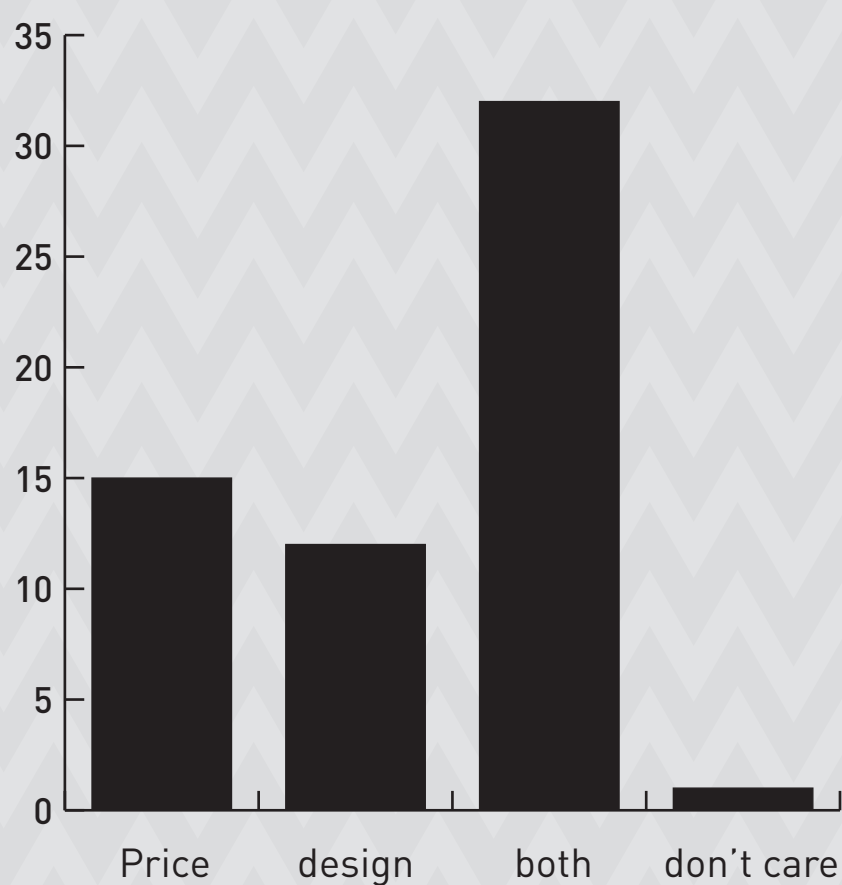
Do you have a favorite clothing /Fashion brand?



What kind of information do you want from an advertisement?



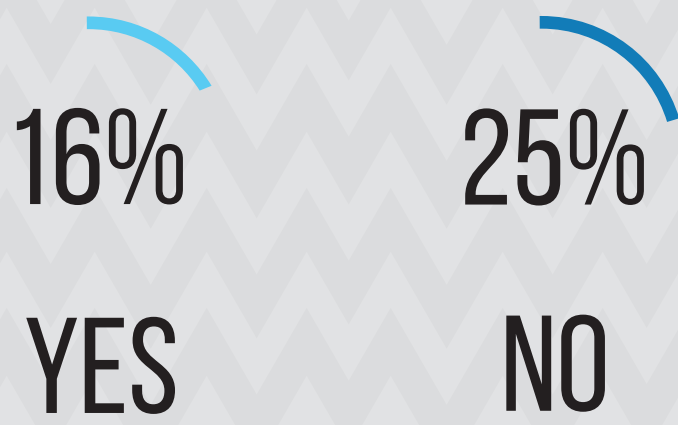
How do you make a buying decision?



In your opinion, do you think the brand that you prefer is more focused on their product's quality or their marketing/ advertisements' quality?



Do you remember your favorite brand's ads or slogan?



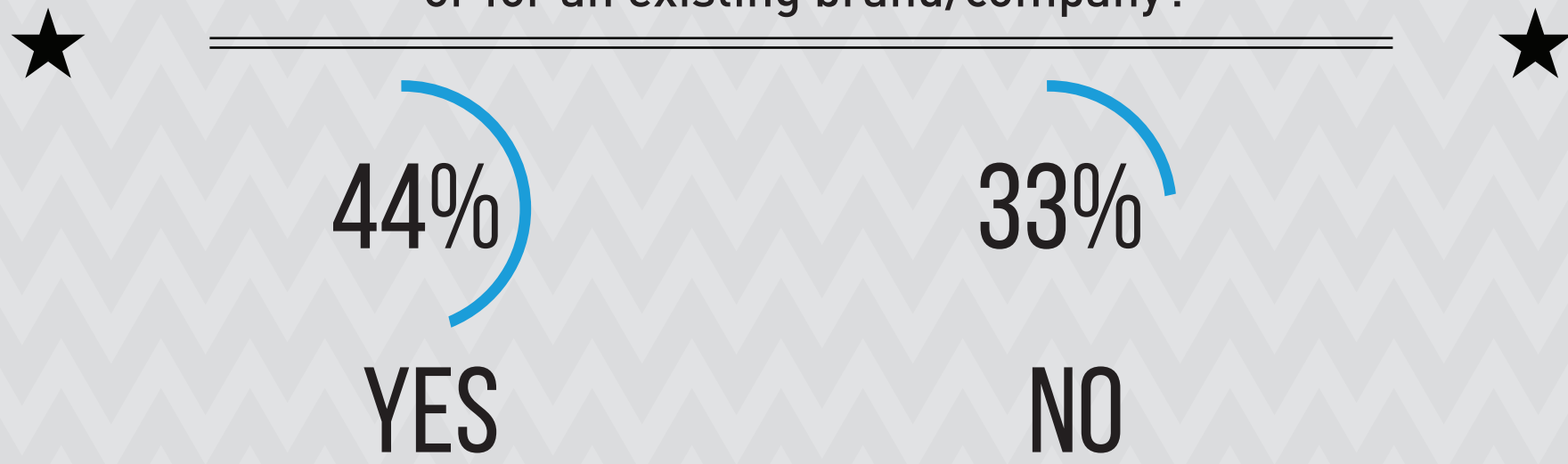
What kind of advertisement do you prefer?



Advertisements are everywhere in our day-to-day life. Do you look (notice/respond to) at ads?



Do you want to develop your own brand/company, or for an existing brand/company?



If yes, when you create your own brand, what areas would you need to help in developing?

