SurveyNinja

Commercial feedback survey

9 questions. About 2 min to answer.

The product and the ad

1. How familiar are you with our product?

Choose one answer.

- ○ Use it every day
- ○ Used it several times
- ○ Know general information about the product
- ○ Don’t know the product at all

2. How well do you remember our commercials?

Choose one answer.

- ○ I remember them well
- ○ I remember them a bit
- ○ I remember the company, the product, but I don’t remember the commercials
- ○ Don’t remember them at all

Ratings

3. How would you evaluate the effectiveness of our commercial?

1 2 3 4 5

4. What impression did the commercial make on you?

Choose one answer.

- ○ I liked it
- ○ I didn’t like it

5. What are the best words to describe our commercial?

Choose all that apply.

- ☐ Active
- ☐ Boring
- ☐ Entertaining
- ☐ Creative
- ☐ Smart
- ☐ Pleasant
- ☐ Sincere
- ☐ Strong
- ☐ Unique

6. How do you rate our commercial compared to that of our competitors?

Choose one answer.

- ○ Much better
- ○ Better
- ○ The same
- ○ Worse
- ○ Much worse

In the viewer's words

7. **What do you think we wanted to convey with our commercial?**

8. **What do you like about our commercial?**

9. **Is there anything you don't like?**

Run it online for free

Copy this template to SurveyNinja, send the link and the answers go into a ready report with charts.

surveyninja.io/templates/commercial-feedback-survey

Survey template from SurveyNinja: surveyninja.io