SurveyNinja

Product commercial form

7 questions. About 2 min to answer.

First reaction

1. Did you like the commercial?

Choose one answer.

- ○ Yes
- ○ Mostly yes
- ○ Mostly no
- ○ No

2. Which emotions did you feel while watching the commercial? Required

Choose all that apply.

- ☐ Approval
- ☐ Interest
- ☐ Boredom
- ☐ Joy
- ☐ Sadness

3. Would you pay attention to this commercial if it were on TV?

Choose one answer.

- ○ Yes
- ○ Probably
- ○ Probably not
- ○ No

4. Does this commercial stand out from other brands' ads for the same kind of product?

Choose one answer.

- ○ Yes
- ○ No

Message and profile

5. Share your opinion on what the main point of this commercial is:

6. What is the main advantage of the product described in the commercial?

7. What's your age?

Choose one answer.

- ◯ Younger than 18
- ◯ 18–24
- ◯ 25–34
- ◯ 35–44
- ◯ 45–54
- ◯ 55–64
- ◯ 65 and older

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/product-commercial-form

Survey template from SurveyNinja: surveyninja.io