

Appendix

Structured Questionnaire:

Q.1 Which according to you is the best medium for Public Relations a corporate should ideally use?

- Print
- Television
- Radio
- BTL activities
- Web/Internet

Q.2 Which according to you is the most important criteria for success for brand activation.

- Increased brand awareness
- Customer/Employee satisfaction
- Increased product/service knowledge
- Increasing brand preference
- Qualified leads generated
- Gaining competitive intelligence
- Acquisition of new representatives or distributors

Q.3 Which sector according to you, should BTL (Below the line) activities be focused to meet their communication objectives?

- Auto
- Information Technology
- Healthcare
- banking & financial services
- FMCG

Q.4 According to you, keeping the communication intention and objective as constant, which is the Brand Activation technique with highest return on Investment?

- Creative contests (residential areas)
- Mass Participation activities
- Informative get together
- Road Shows
- Direct sponsorship with established events
- Mall/multiplex activities

Q.5 What according to you is the biggest advantage of brand activation?

- Direct interface with the target audience
- High recall value
- Minimal mindspace clutter
- Product trial and brand connect/fit

Q.6 Do you recall any BTL activities which according to you have been the best brand fits with regard to their PR objectives?
