# Discussion Guide template

**NOTE:** The below template is an *indicative* discussion guide *structure* to ensure all the relevant topics are covered during the interviews. You will need to customize and adapt it to your own brand, based on the brand's issues you've identified in the Inventory phase and the specific Management problem you are trying to solve. **In the end, you should be able to fill out Keller's CBBE model for your brand and understand PoPs, PoDs and vulnerabilities of your brand as it relates to its competitors.**

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## Introduction
- Respondent introduction, e.g. greeting, topic of discussion (describe as a discussion on the general product category, not your specific brand), name, etc.
- Explain what to expect from the process (how long it will take, confidentiality, ask permission to record).
- Explain that there are no right or wrong answers – you are only looking for the personal experience and opinion.

## Warm up
- Tell me about the last time you bought [product category] (the idea here is to get the participant in the right frame of mind to think about the category in a natural & personally relevant way)
  - What was the experience like? What did you like/dislike about it?

## Category habits & involvement
- Awareness of brands
- Purchase habits
- Decision making
- Needs – routine usage
- Shopping experience
- Information sources
- xx

## Brand Equity: Perceptions of main brand & competitors (1-2) (competitors can include those that participants bring up and/or those you have identified as key competitors in the Inventory stage)

- o <u>Brand Equity: Salience</u>
    - xx
    - xx
    - xx

- o <u>Brand Equity: Imagery</u>
    - <u>xx</u>
    - <u>xx</u>
    - <u>xx</u>

- o <u>Brand Equity: Performance</u>
    - xx
    - xx
    - xx

- o <u>Brand Equity: Emotions</u>
    - xx
    - xx
    - xx

- o <u>Brand Equity: Judgement</u>
    - xx
    - xx
    - xx

- o <u>Brand Equity: Resonance</u>
    - xx
    - xx
    - xx

<u>Specialized questions</u> (depending on any other issues you may have identified from the Inventory, and depending on who is in your sample)
    - xx
    - xx

<u>Closing</u>
- Thank the respondent for their time and answer any questions they may have