

Brand Association

Name 5 brands that you 'like' (List the words you associate with them?)

e.g. AppleMac Stylish, reliable, unique, colourful, expensive

- 1.

- 2.

- 3.

- 4.

- 5.

Name 5 brands that you 'dislike' (List the words you associate with them?)

- 1.

- 2.

- 3.

- 4.

- 5.