

# GOODCREATIVEACADEMY

## Example Questions and Discussion Prompts for Focus Groups and Interviews

1. What do you think of (the client, in this case, Fuson Enterprises)? What are some words you would associate with Fuson Enterprises?
2. Would you associate the word “eclectic” with Fuson Enterprises? What about quality? Economy? (The idea is that you try different words and see if they are associated with this brand in the minds of consumers.)
3. Tell us why you prefer the products from Fuson Enterprises instead of others.
4. Do you feel that you are part of a community that purchases these products? If so, what part of this community do you relate to the most?
5. Do you remember any advertisements from Fuson Enterprises? If so, could you describe them? What made them memorable?
6. Is there any other information related to these topics that you’d like to discuss?