

Brand Manager Interview Questions and Answers PDF | Xobin [Downloaded]

We at Xobin reached out to over 60+ hiring teams to curate the best interview questions. We didn't stop there.

We went ahead to understand what type of answers differentiated top candidates from the rest. Here is what we've got you.

Role specific skills to look for: Budgeting, analytical skills

Soft skills to look for: Communication skills, interpersonal skills

Pro Tip : Always screen before you interview. Use [Online Assessment to screen applicants for an brand manager position](#) before blocking your time for an in-person interview.

Compilation of Brand Manager Interview Questions

Role specific questions to ask a brand manager



What do you think is the importance of brand management?

Purpose of this question: The question helps in testing the knowledge of the candidate.

What to listen for in candidate response: Listen for specific terms which explain the importance of brand management.



Tell us something about your favourite marketing campaigns.

Purpose of this question: The question helps you in getting a better insight of the candidate as a brand manager.

What to listen for in candidate response: Listen for the candidate's favourite campaigns and pay attention to their reason for saying so.



What are some of the management and analytical tools that you are familiar with?

Purpose of this question: The question helps in determining the competency level of the candidate.

What to listen for in candidate response: Listen for the specific tools that the candidate mentions.



How important do you think is the use of marketing campaign softwares to build a brand image?

Purpose of this question: The question points at the knowledge of the candidate.

What to listen for in candidate response: Pay attention to their viewpoint on the importance of marketing campaign software and try to look for why they're saying what they're saying.



What are the five levels of brand recognition?

Purpose of this question: The question is designed to gain a deeper insight into the knowledge of the candidate as a brand manager.

What to listen for in candidate response: The candidates should correctly explain the five levels of brand recognition which are- brand rejection, brand non-recognition, brand recognition, brand preference, brand loyalty.



How do you go about the process of developing branding strategies for your clients?

Purpose of this question: The question is designed to test the skills of the candidate.

What to listen for in candidate response: Candidates should thoroughly explain about their process of developing branding strategies taking examples from their previous experiences.



Can you tell us the difference between line extension brand strategy and brand extension brand strategy.

Purpose of this question: The question helps in understanding the knowledge of the candidate.

What to listen for in candidate response: Listen for specific terms that explain the difference between the two terms.



How can the five stages of brand recognition help in strengthening the brand identity?

Purpose of this question: The question helps in testing the competence of the candidate.

What to listen for in candidate response: The candidate should give their own view on this question and also provide some examples which show how the five stages of brand recognition have helped other companies in improving their brand identity.

Situational Interview Questions



Tell us about your most successful campaign.

Purpose of this question: The question points towards the competence of the candidate through their past experiences.

What to listen for in candidate response: Listen for data driven answers which show that the candidate is speaking truth.



Have you ever had any disagreements regarding the branding strategies? What did you do in such a situation?

Purpose of this question: The question allows you to get a deeper insight about the candidate regarding their working style.

What to listen for in candidate response: Top candidates explain their personal experiences and show how they were able to find a middle ground in such a situation.



Tell us about your least successful campaign? What did you learn from it?

Purpose of this question: The question helps in understanding how well the candidate responds to mistakes.

What to listen for in candidate response: Pay attention to the story of the candidate and look for cues which show that they're telling the truth.



What according to you are some things that our competitors are doing better in terms of building their brand identity?

Purpose of this question: The question allows you to test the knowledge of the candidate regarding their industry as well as points to the preparation of the interviewee for the interview.

What to listen for in candidate response: Top candidates be very honest in their answers. If they have researched about your competitors then they are likely to point out some things that they do differently.



If you had to build a brand of a one month old company, what are some of the branding strategies that you would use to do the same?

Purpose of this question: The question helps in testing the skill set as well as the decision making skills of the candidate.

What to listen for in candidate response: Top candidates give out some practical advice according to the given data and resources. They also ask a lot of questions before beginning their answer so as to make sure they have all the information they need.



What would you do if a social media post created by your team backfires and receives negative PR?

Purpose of this question: The question is designed to understand how the candidate will react in a situation of crisis, which is a common thing in the digital marketing industry.

What to listen for in candidate response: Top candidates will start by acknowledging their mistake in their answer and come out with the best possible solution in their answer.



Have you ever used market research as a way to improve the brand awareness of your client?

Purpose of this question: The question helps in testing the scope of knowledge and skills of the candidate.

What to listen for in candidate response: Pay attention to the story of the candidate to see if it's true or not. Top candidates usually incorporate some data in their answers to make it look more realistic.



What would you do to improve the brand identity of our company?

Purpose of this question: The question is designed to test the decision making skills of the candidate. It also helps in understanding how well the candidate knows about your company.

What to listen for in candidate response: Top candidates would have done their research about your company and will provide you with some effective yet practical strategies.



How will you train the marketing associates in our company about the brand identity of our company?

Purpose of this question: The question is designed to determine the leadership skills in a candidate.

What to listen for in candidate response: Candidates should thoroughly explain a practical way in which they can train the new marketing employees within the company.



Have you ever worked on building a brand for a company that you didn't understand so well? What did you do in such a situation?

Purpose of this question: The question helps in determining how well the candidate can tackle the challenges.

What to listen for in candidate response: Pay attention to the candidate's story and look for evidence or cues which show that the story is true or not.

Start Optimizing your Brand Manager Hiring today

Find and hire talent with confidence. If your candidate doesn't know the answer to the above questions and you're hiring for a brand managing specific position, then they're obviously not a great fit.

To understand what type of answers and responses set apart the good candidates from the great candidates, Download the complete PDF.

Prepared and Curated by Xobin Team

