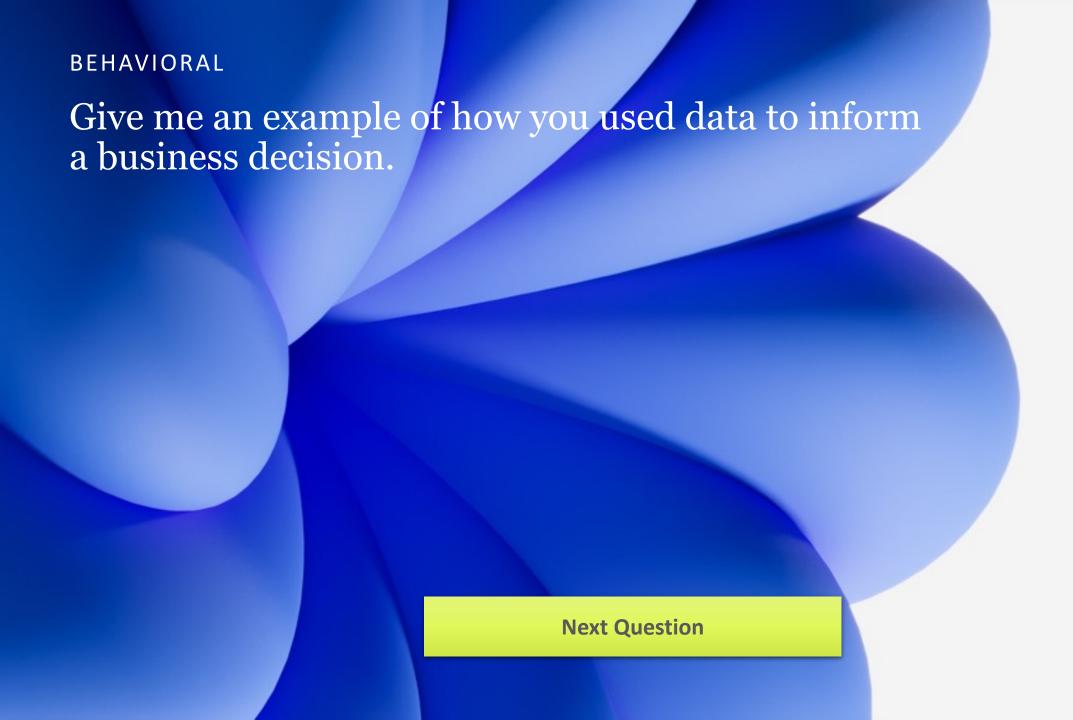
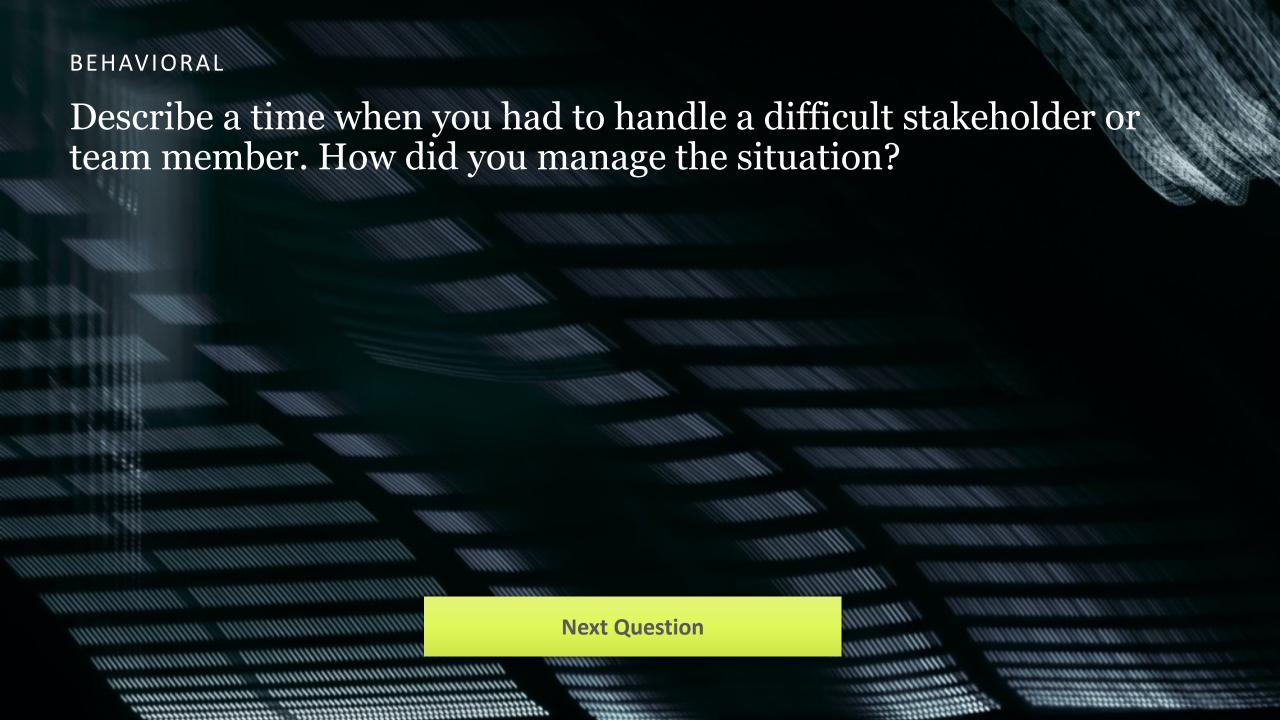
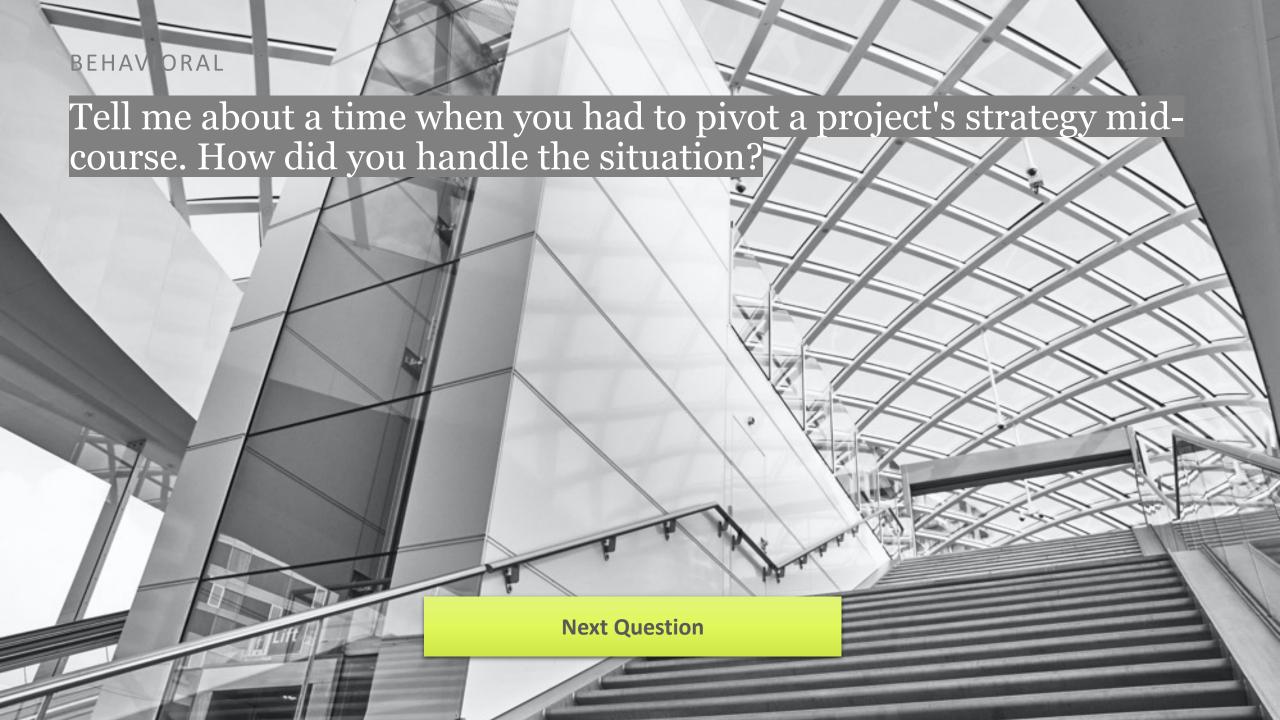
50 Brand Management Interview Questions For MBAs and Future Brand Managers



BEHAVIORAL Tell me about a time when you had to manage multiple projects at once. How did you prioritize and manage your workload?









Describe a time when you had to handle a difficult stakeholder or team member. How did you manage the situation?

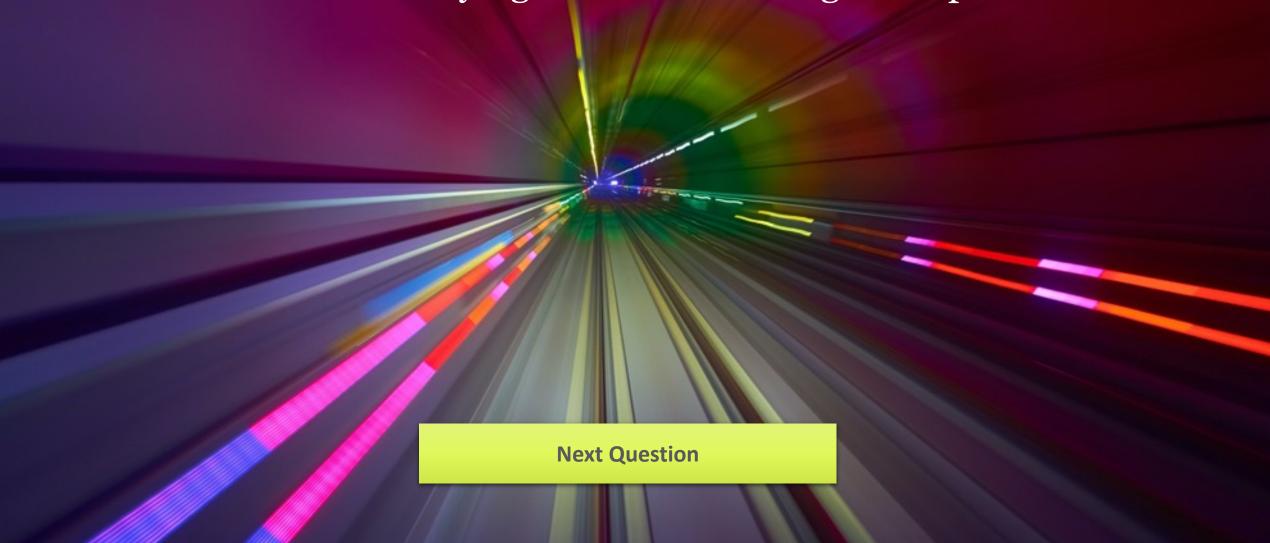


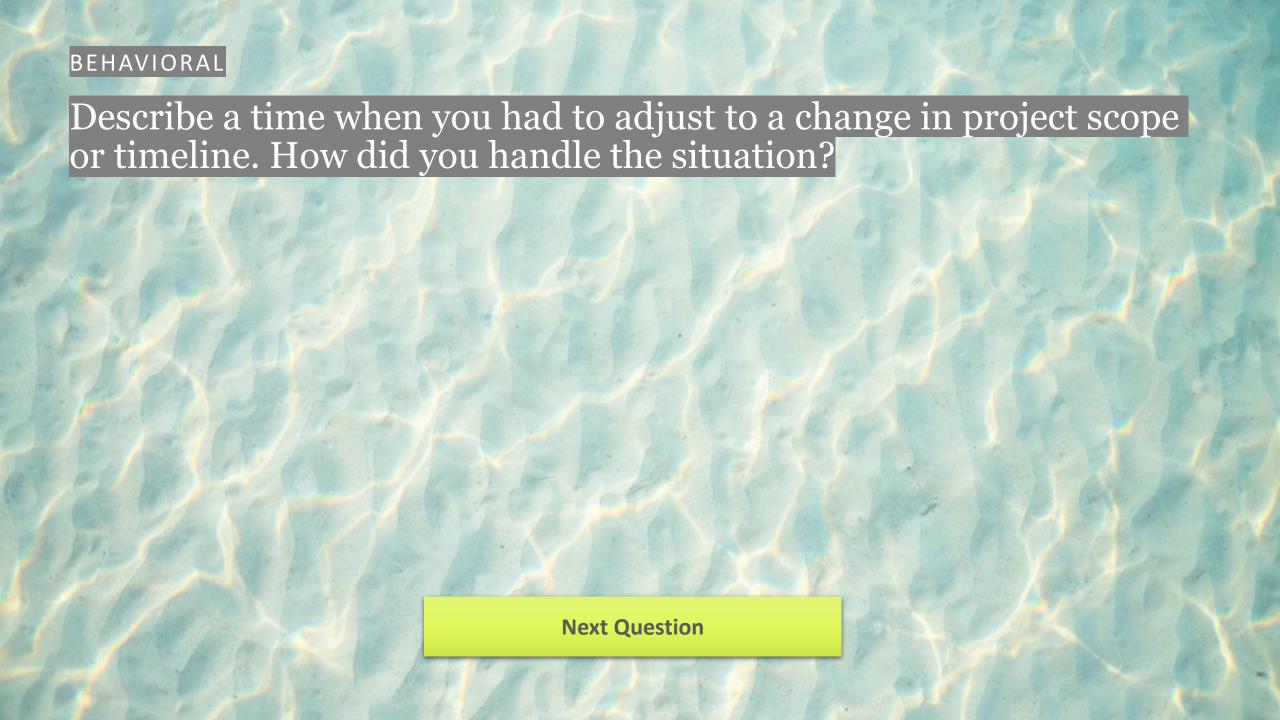
Tell me about a time when you had to handle competing priorities. How did you manage the situation?

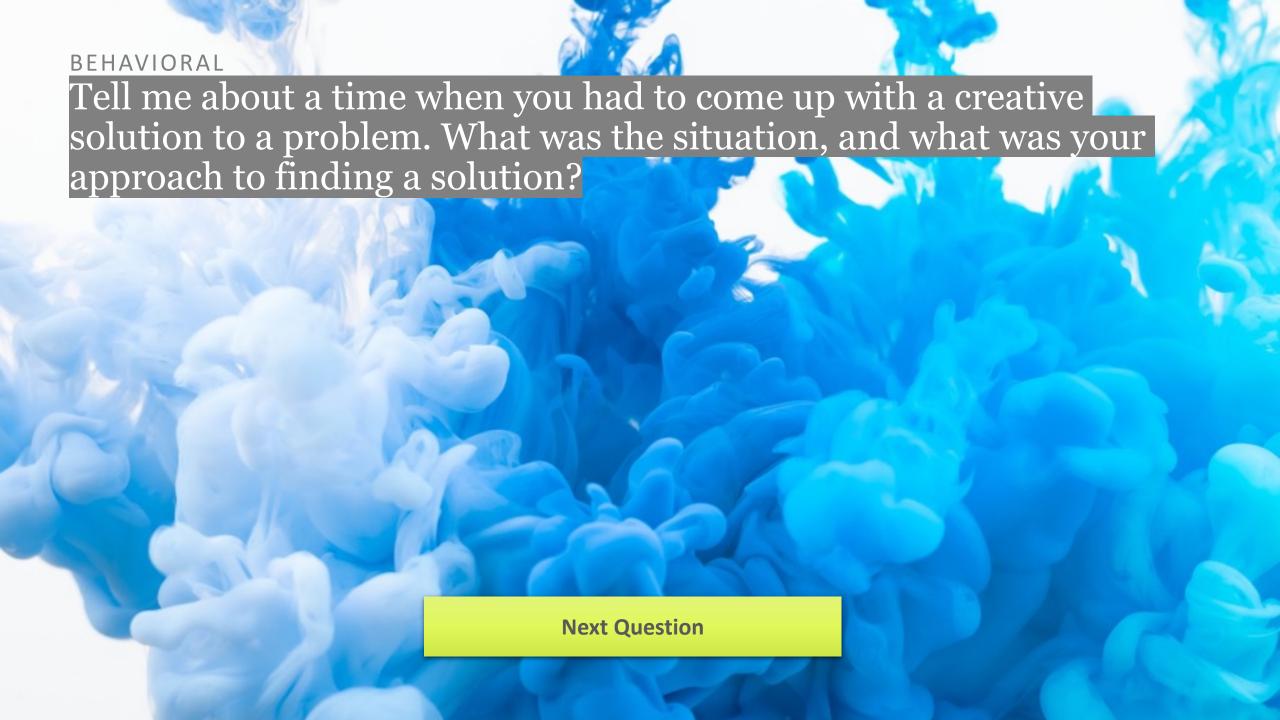


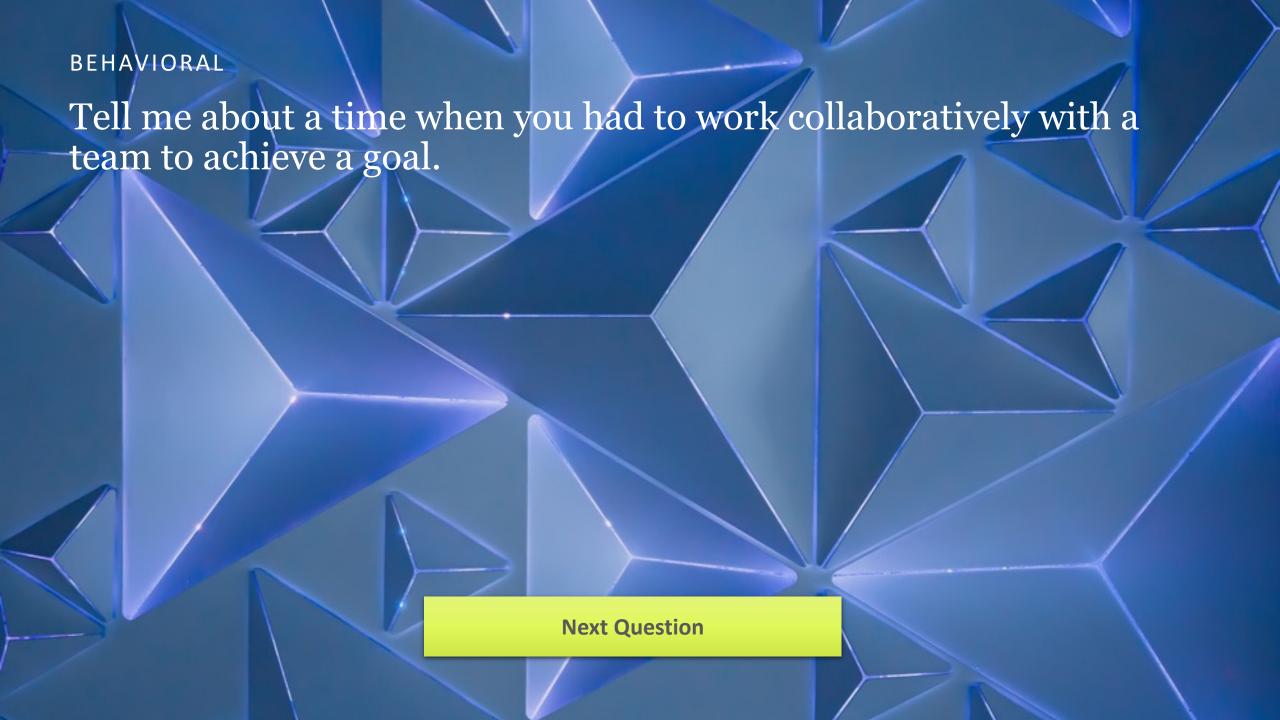


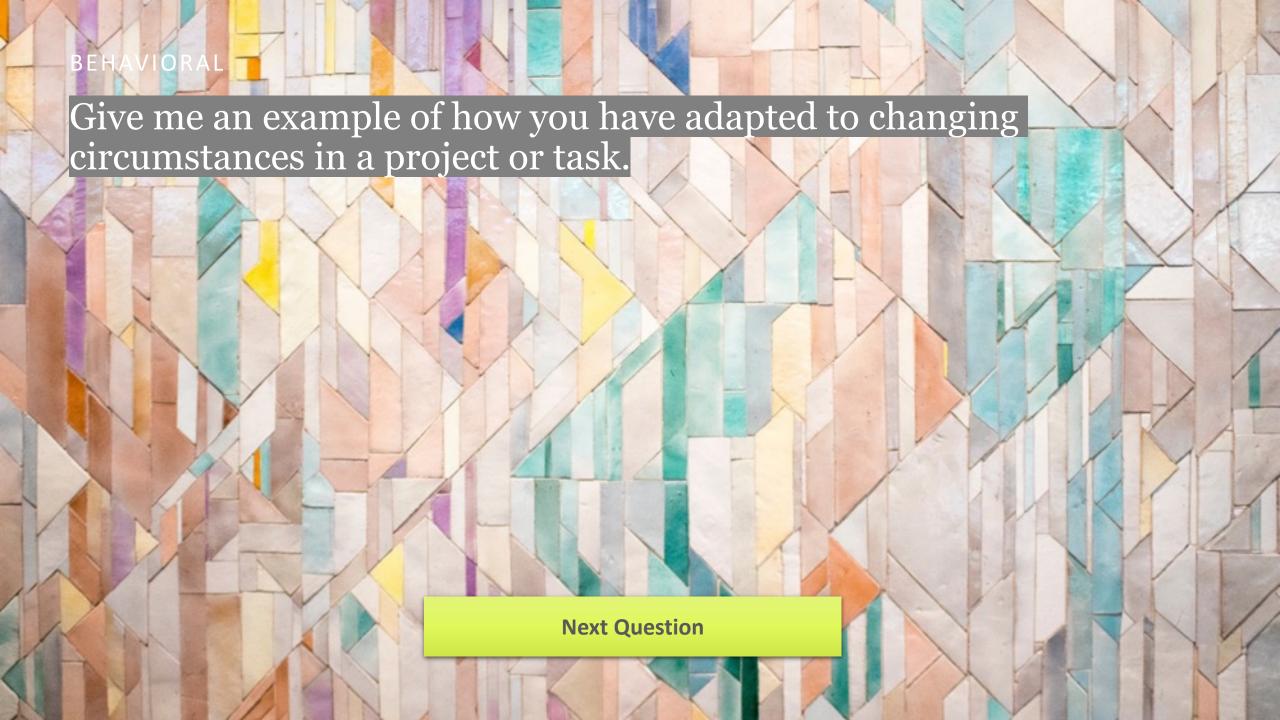
Give me an example of how you communicated complex information to stakeholders with varying levels of knowledge or expertise.

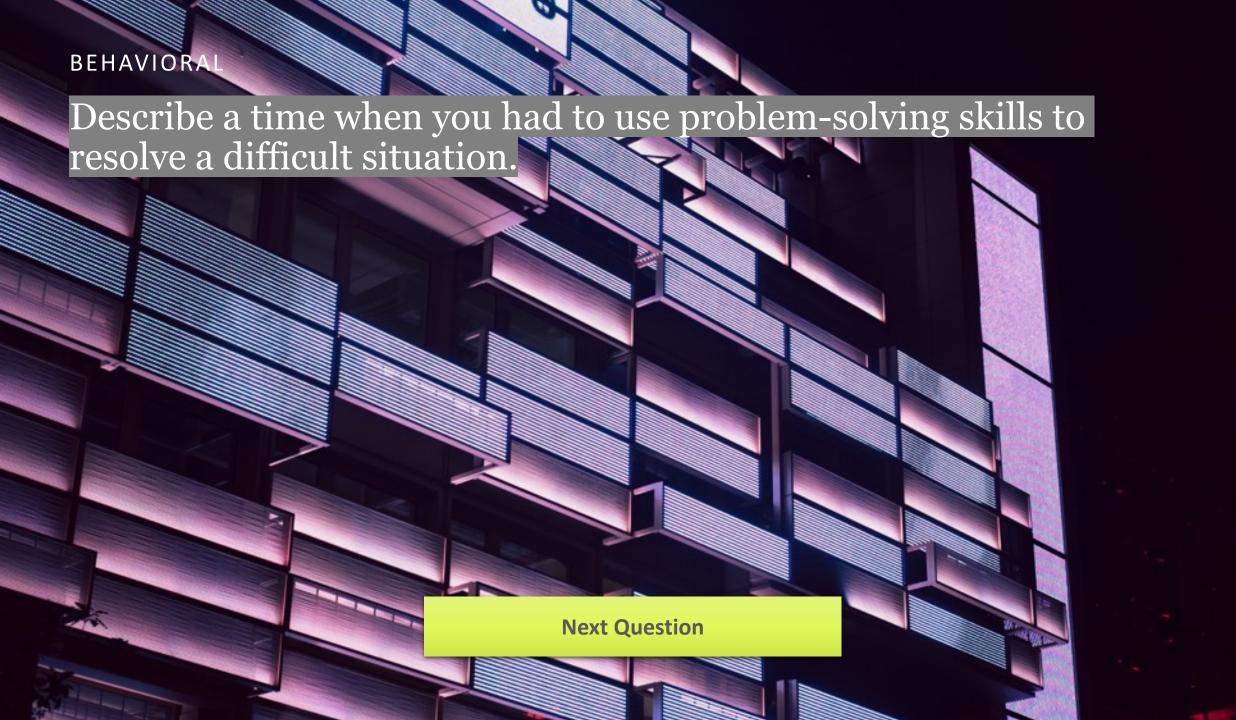




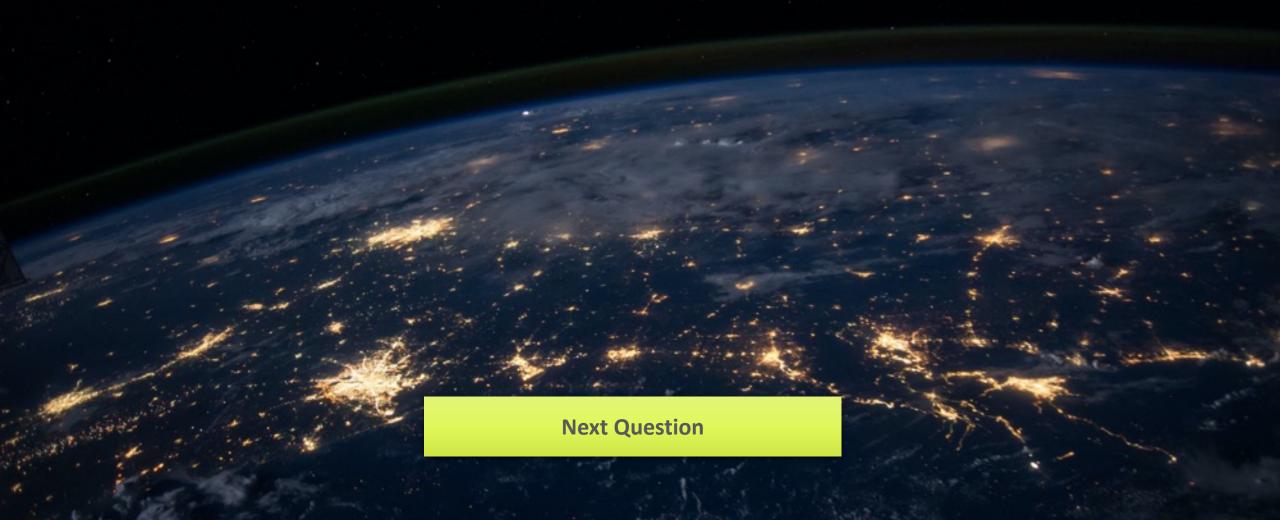






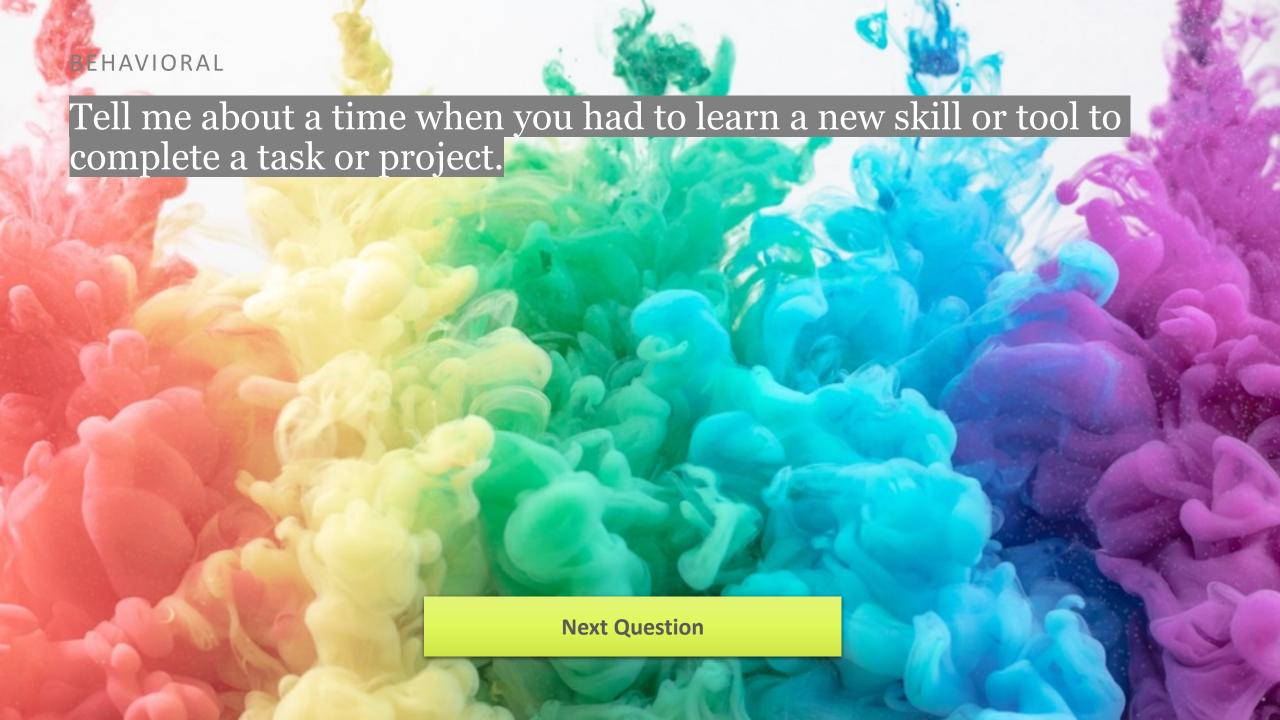


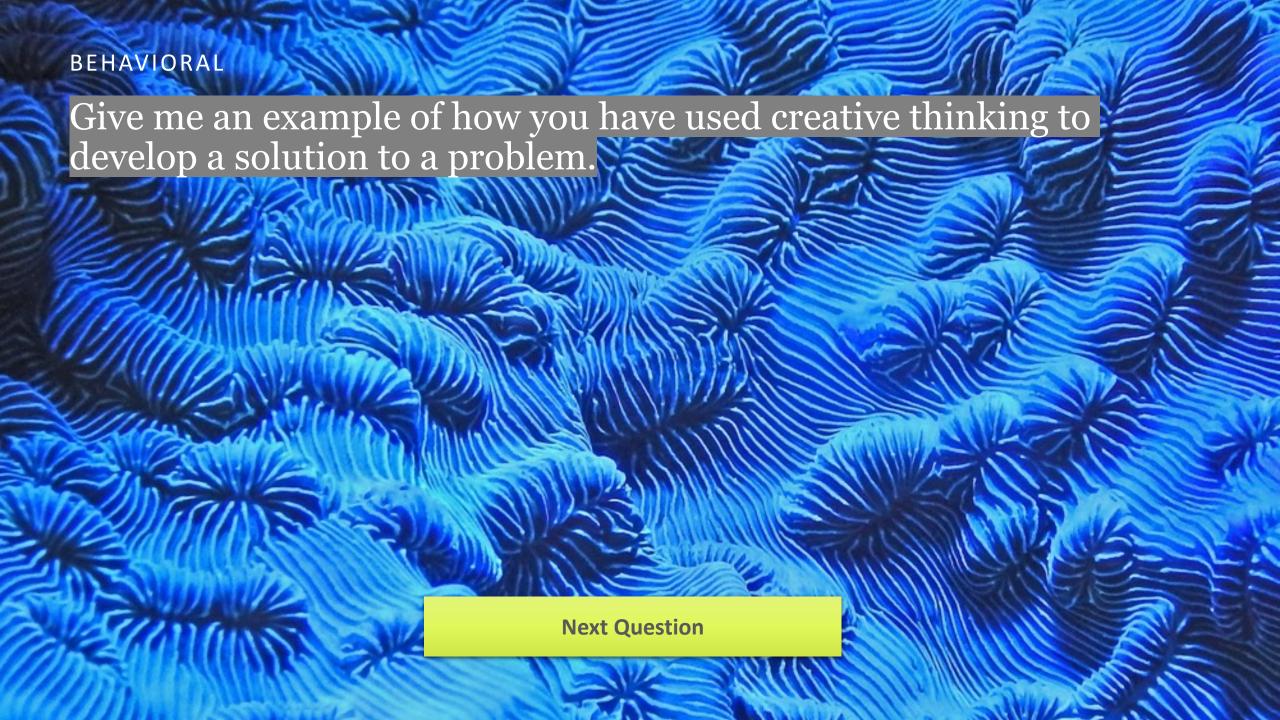
Tell me about a time when you received constructive feedback from a colleague or manager. How did you respond to the feedback, and what did you learn from the experience?

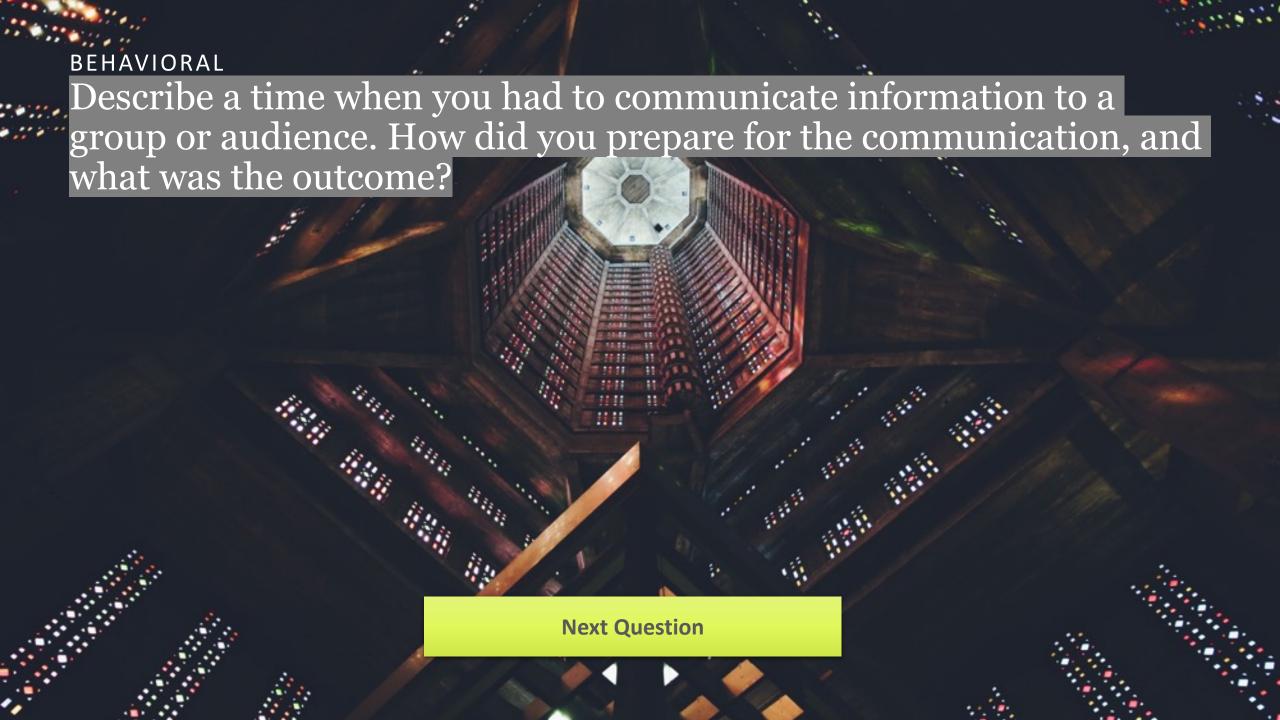


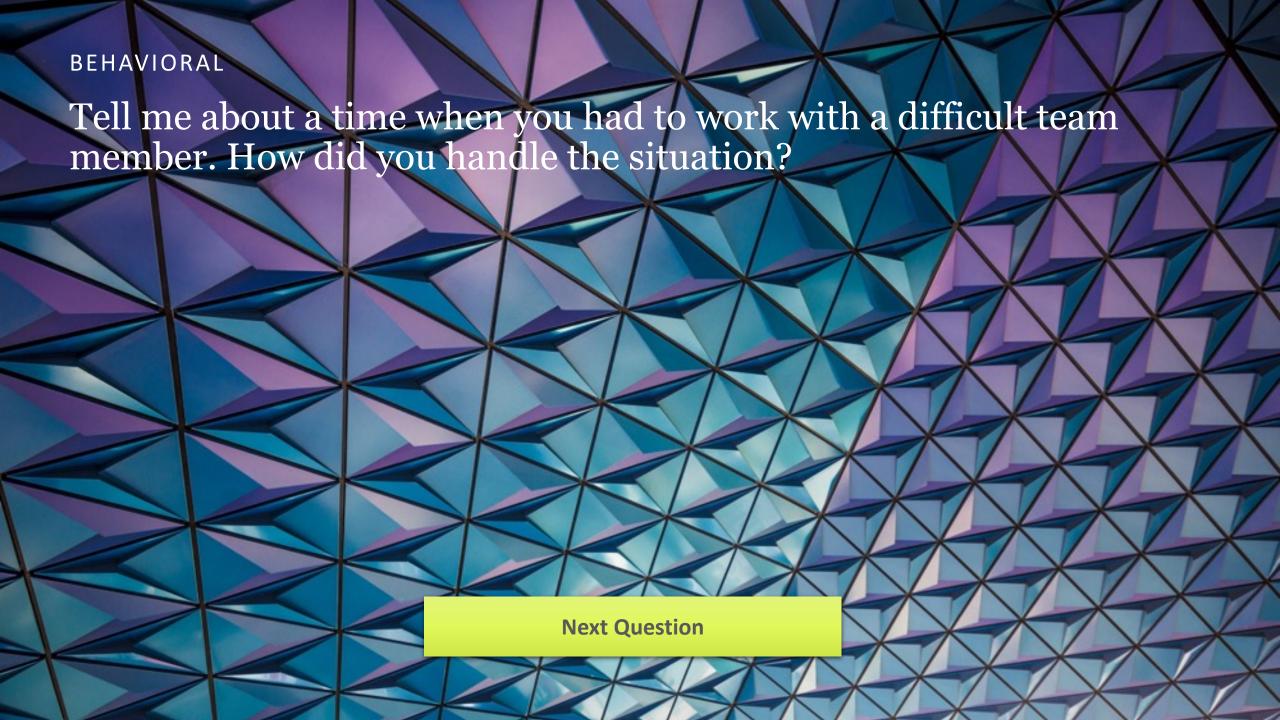
Give me an example of how you have demonstrated leadership skills in a previous role or project.

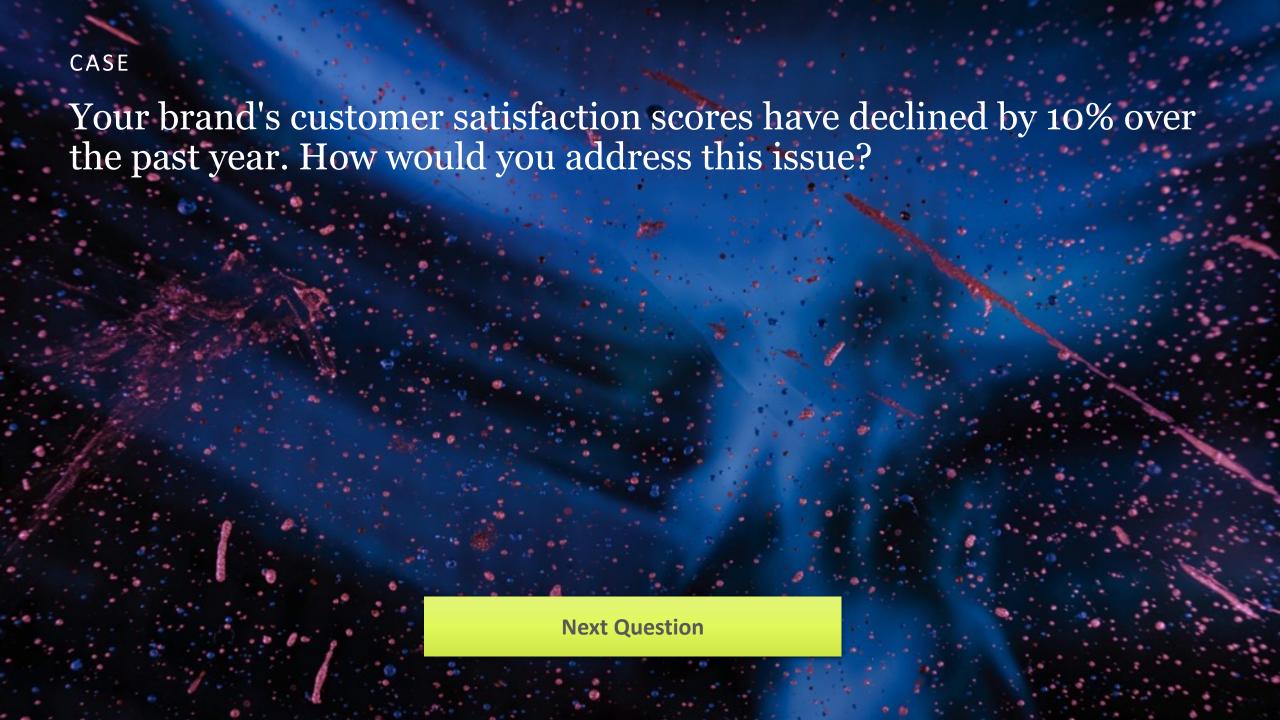
BEHAVIORAL Describe a time when you had to prioritize tasks to ensure timely completion of a project or goal. **Next Question**

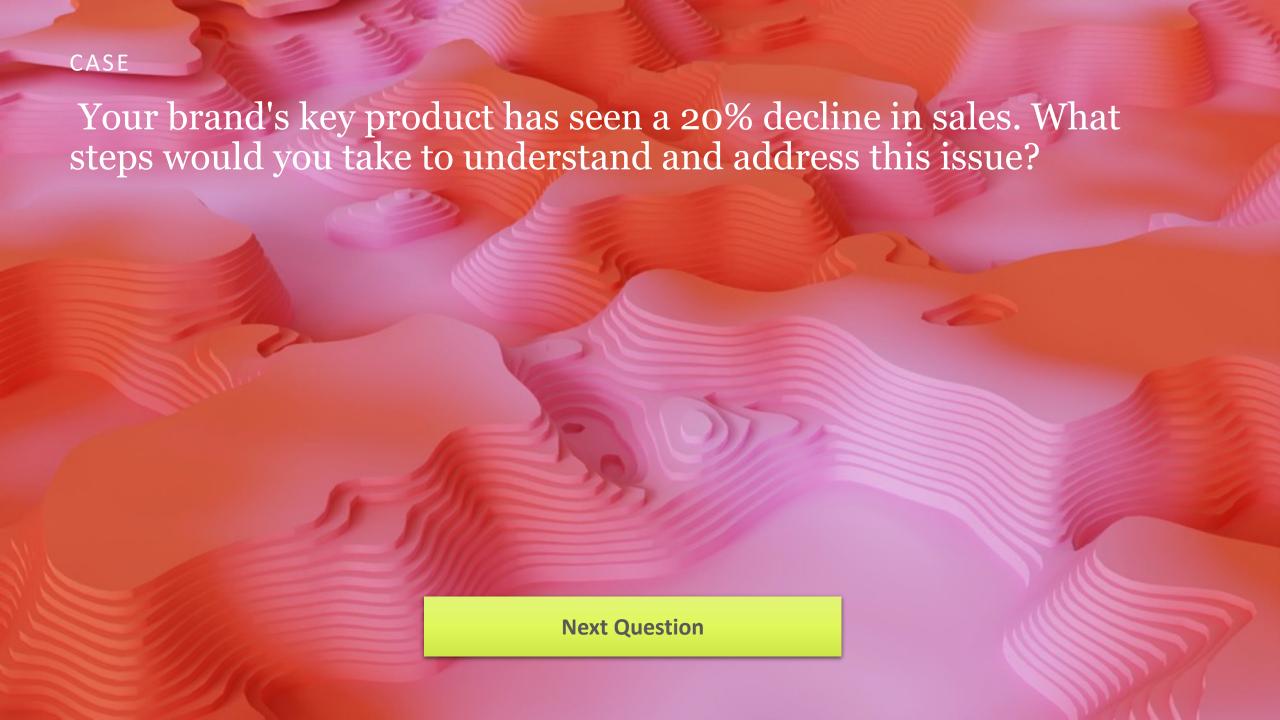




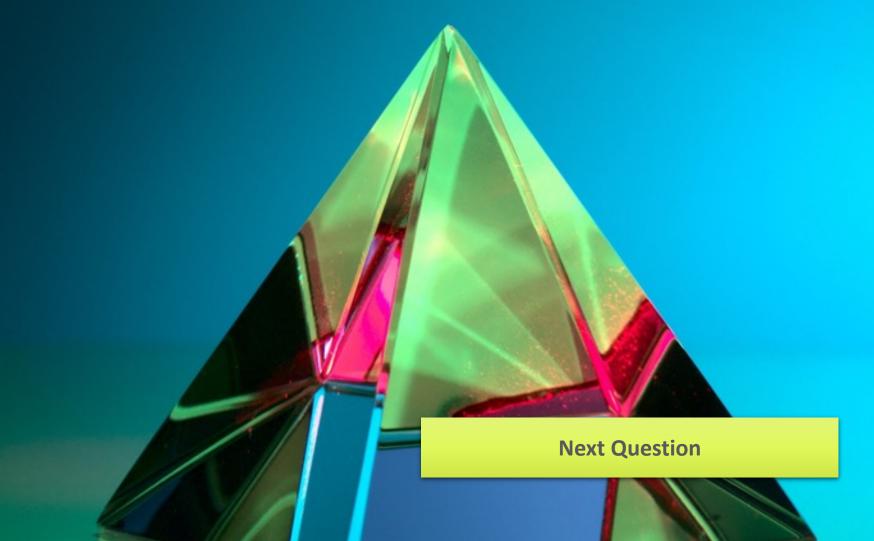


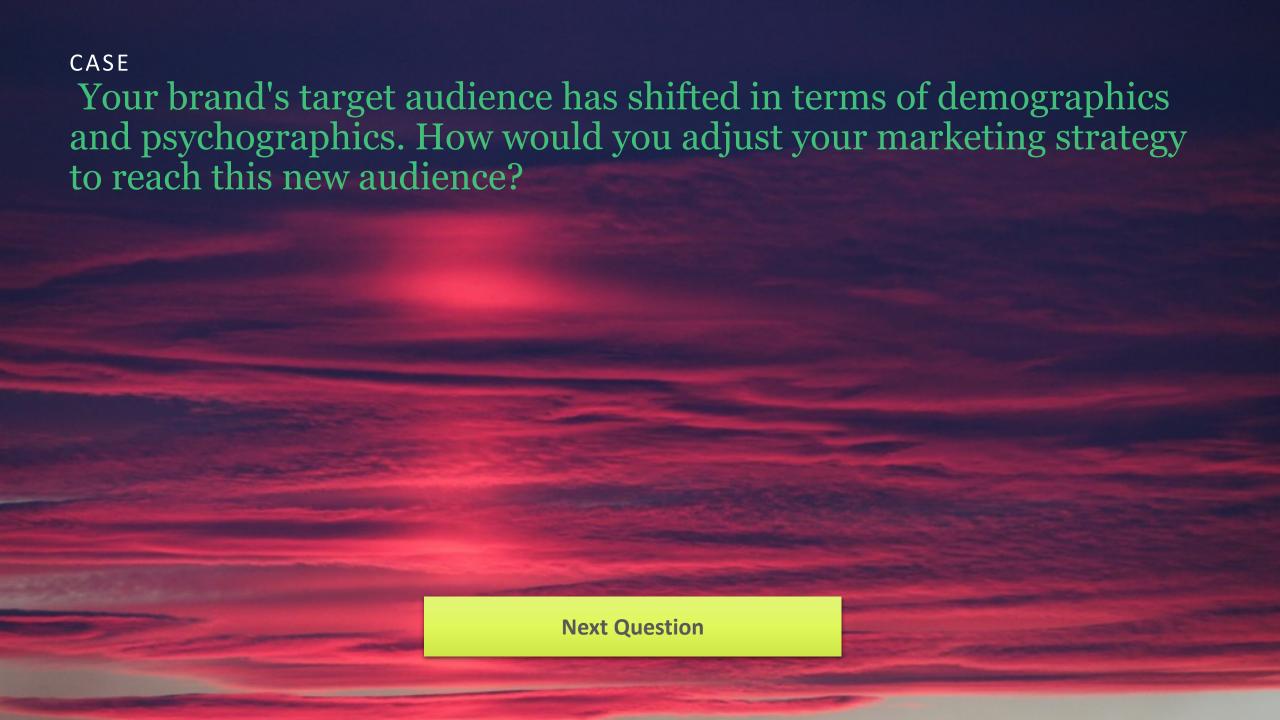


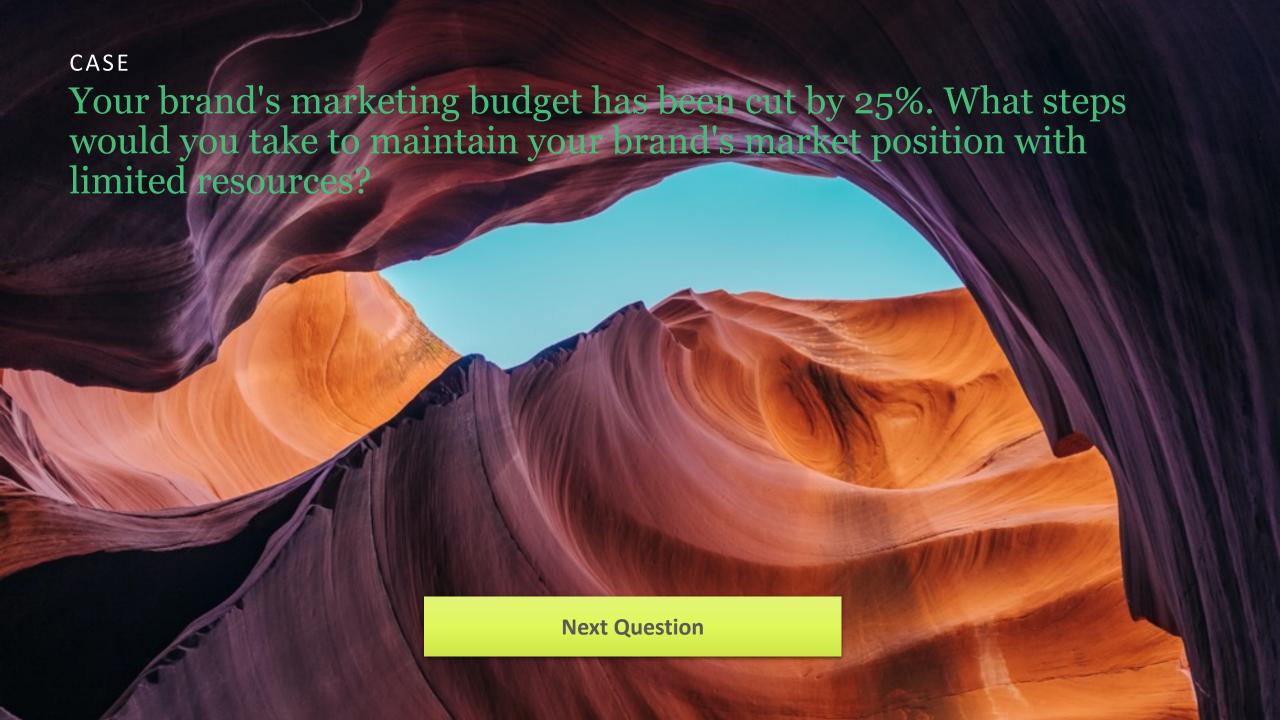




A new trend has emerged that threatens to disrupt your brand's positioning. How would you respond to this trend?

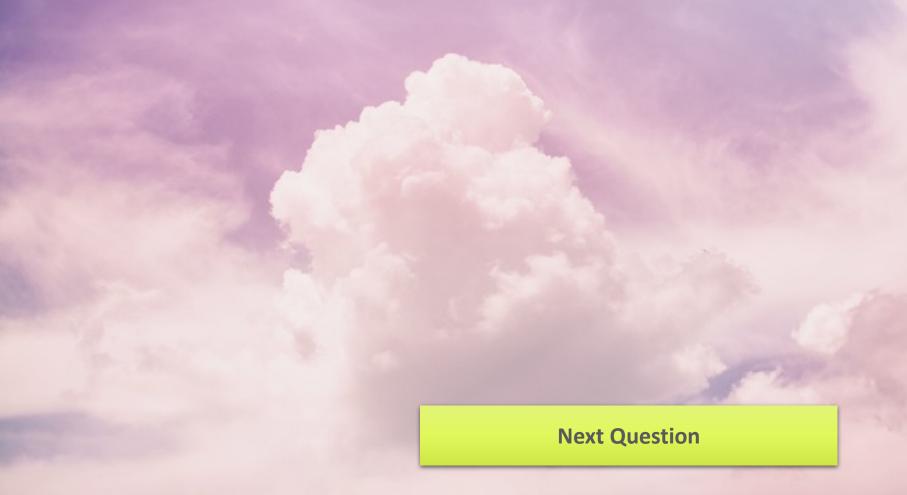


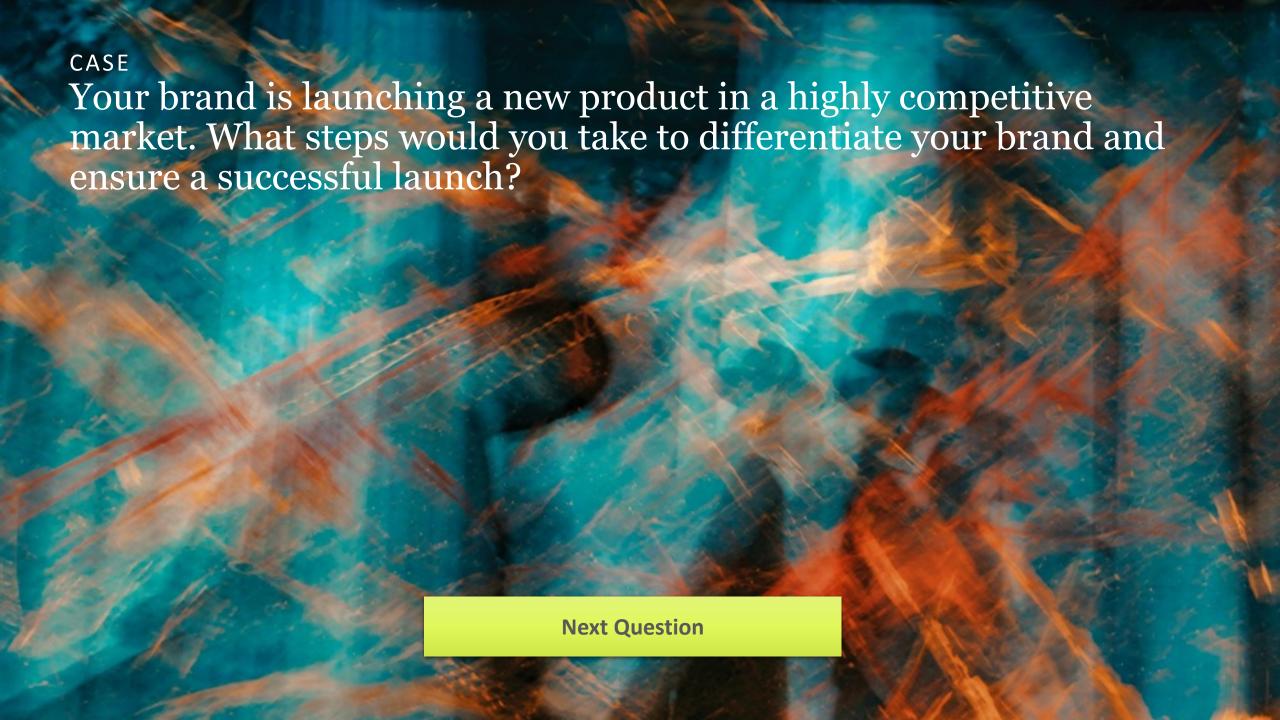




Your brand has received negative publicity related to a controversial issue. How would you address this issue and protect the brand's reputation?

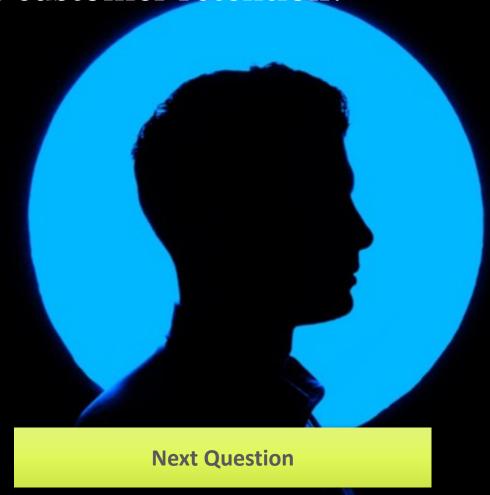
Your brand has a loyal customer base, but struggles to attract new customers. How would you develop a strategy to expand your customer base?

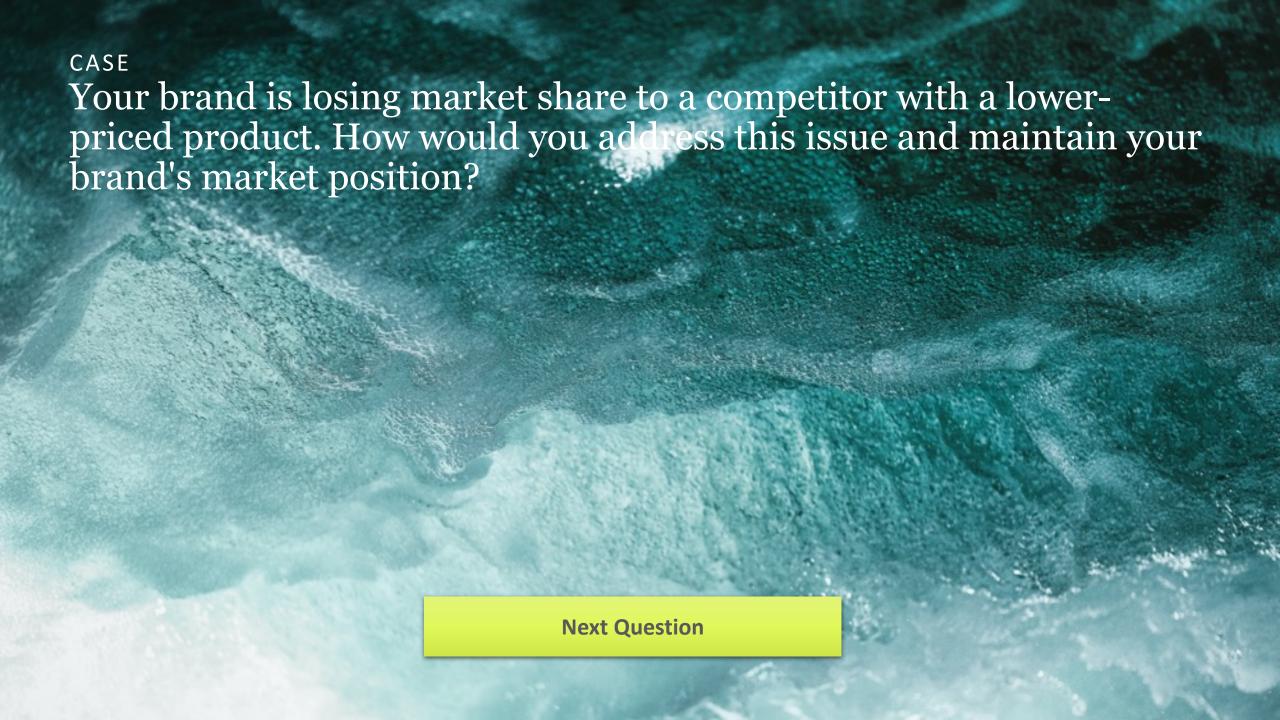




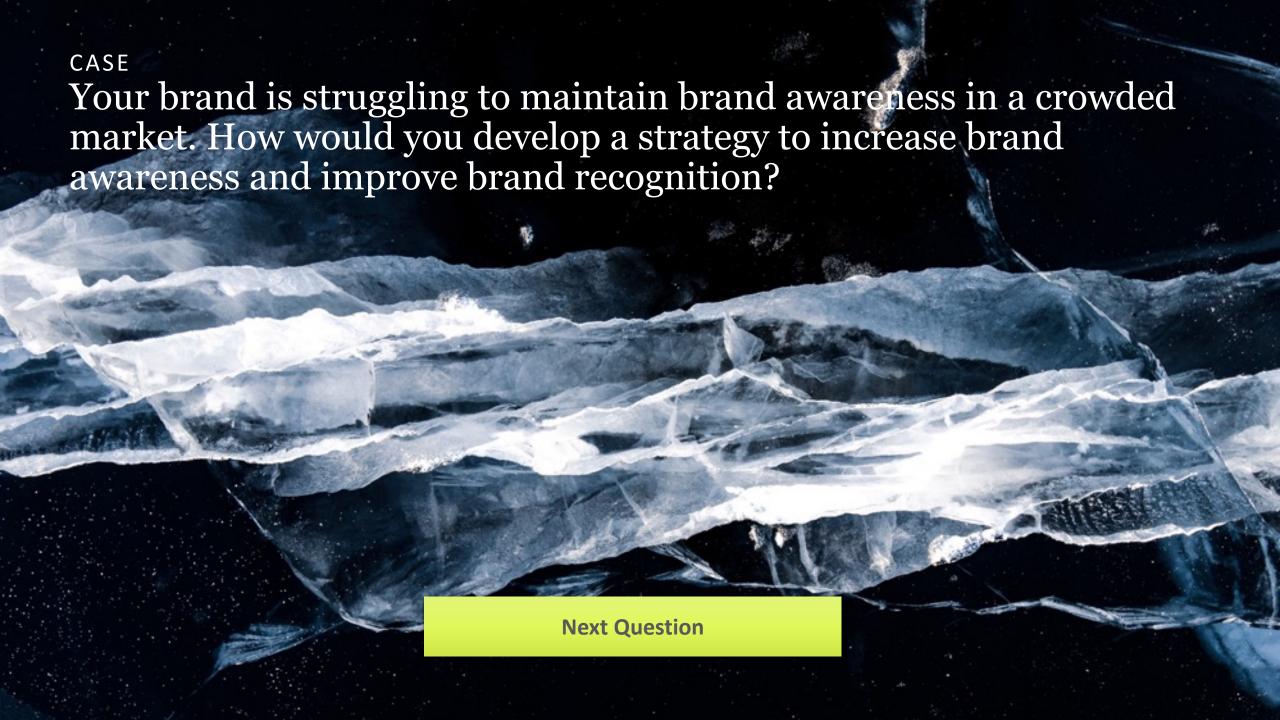
Your brand is launching a new product that targets a new market segment. How would you develop a marketing strategy to reach this new audience?

Your brand has a high customer churn rate. How would you develop a strategy to increase customer retention?



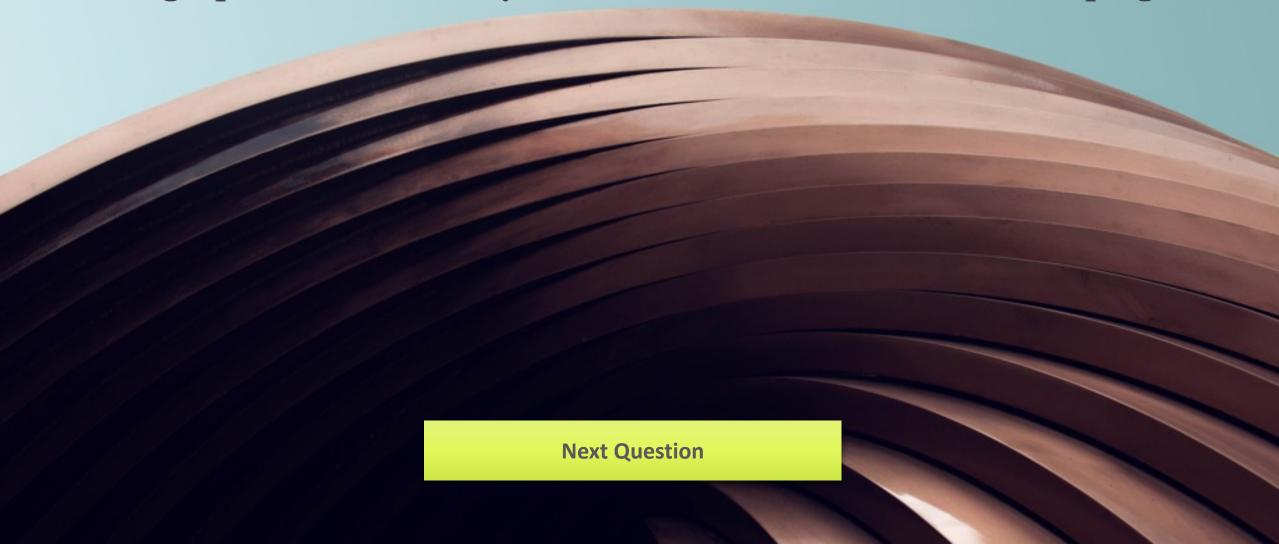


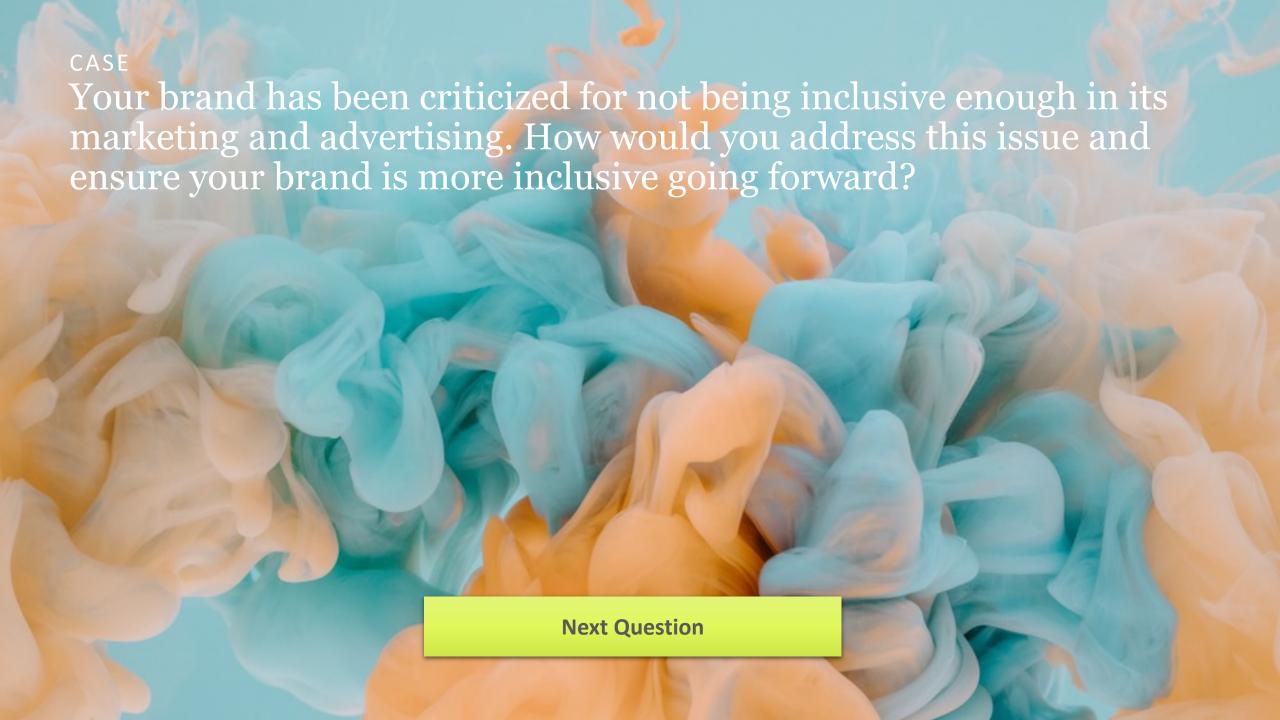
Your brand's products are known for their high quality, but are also more expensive than competitors' products. How would you develop a marketing strategy to communicate the value of your brand's products to consumers?

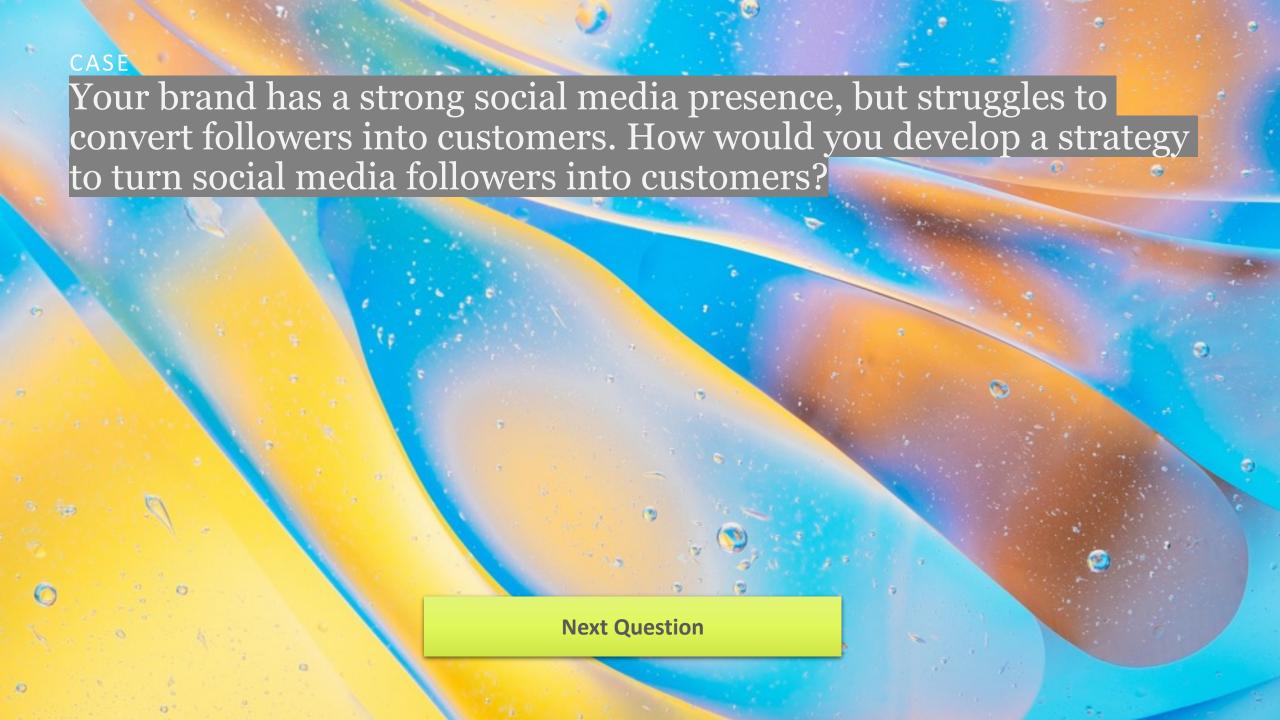


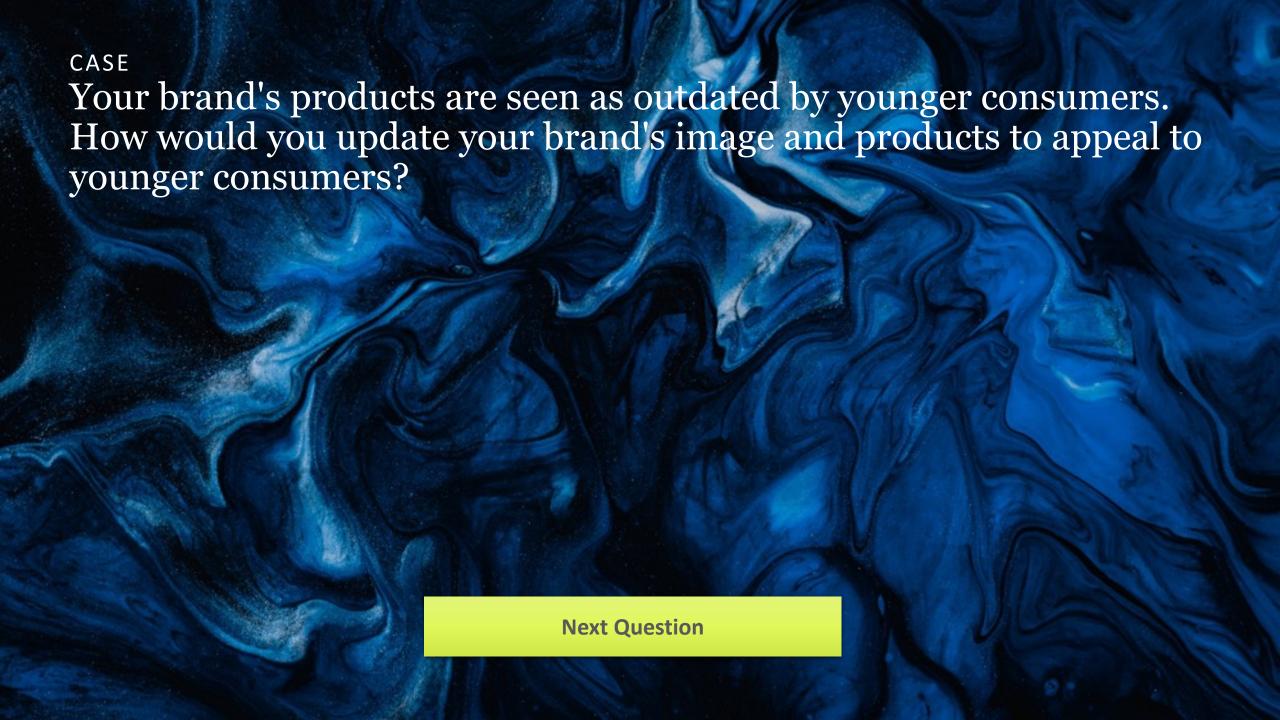
Your brand is known for its environmentally sustainable practices, but your competitors are starting to make similar claims. How would you differentiate your brand and maintain its reputation for sustainability?

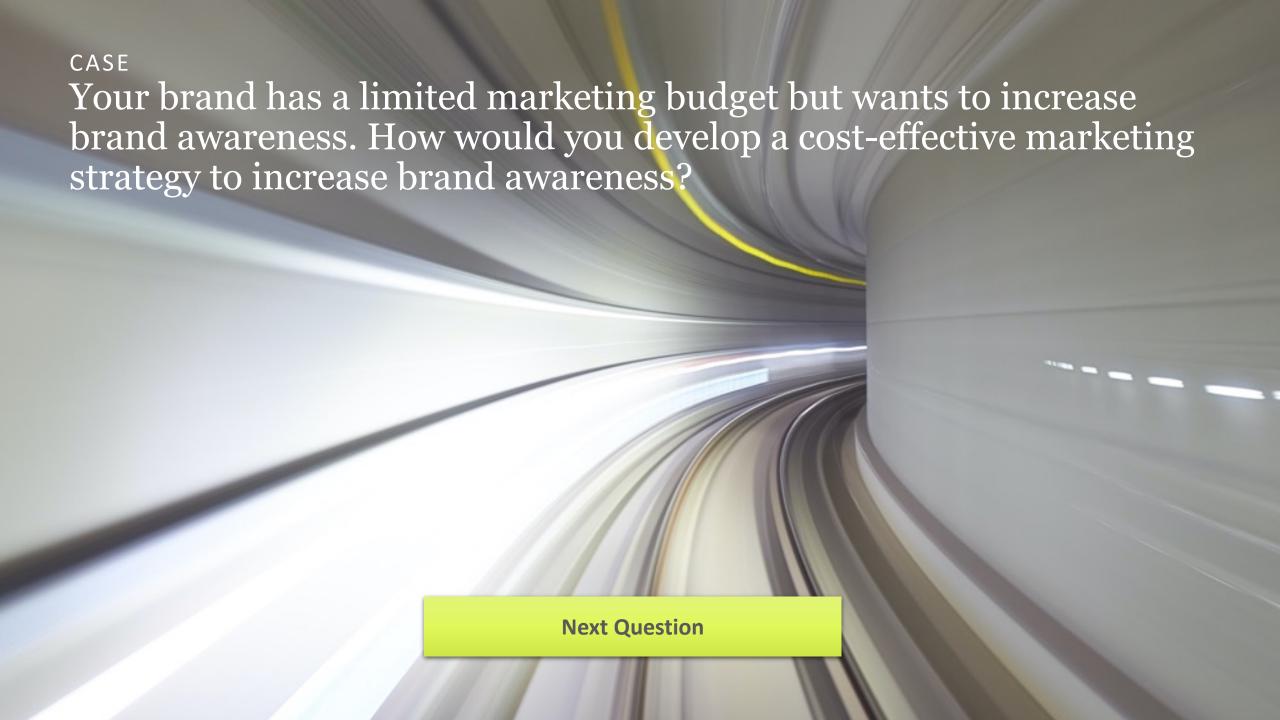
Your brand is launching a new campaign that targets a specific demographic. How would you measure the success of the campaign?

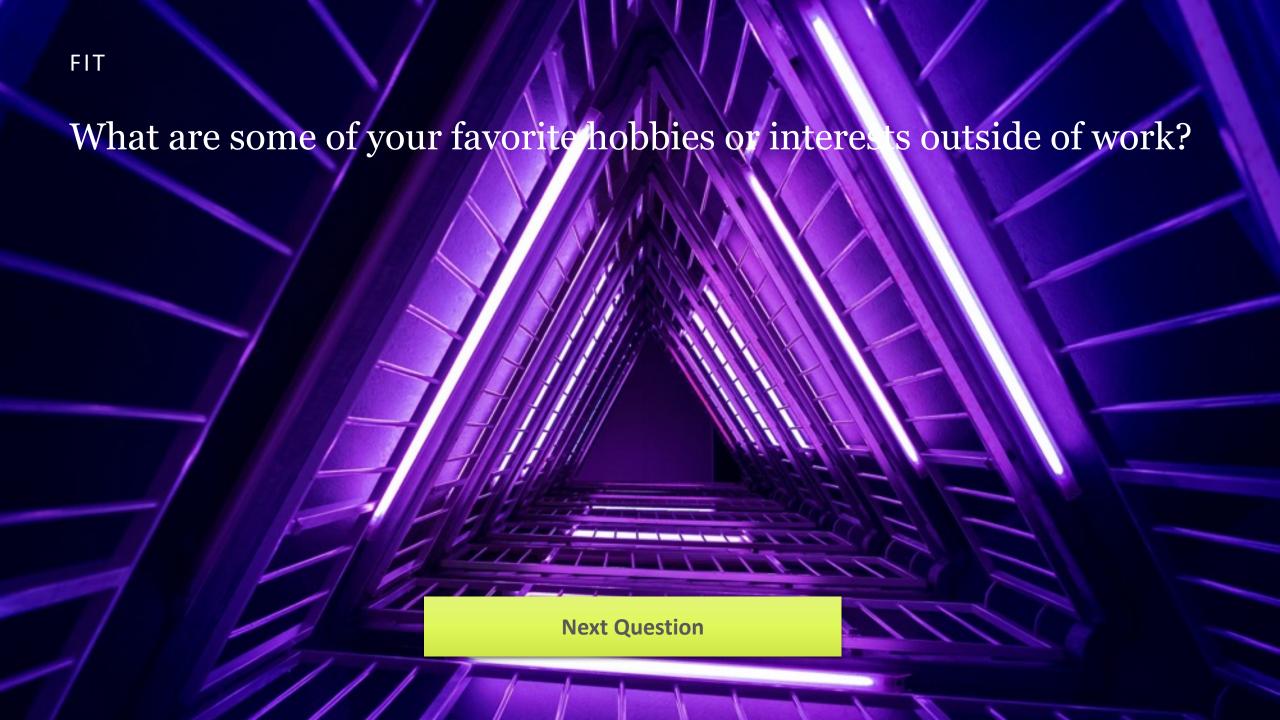


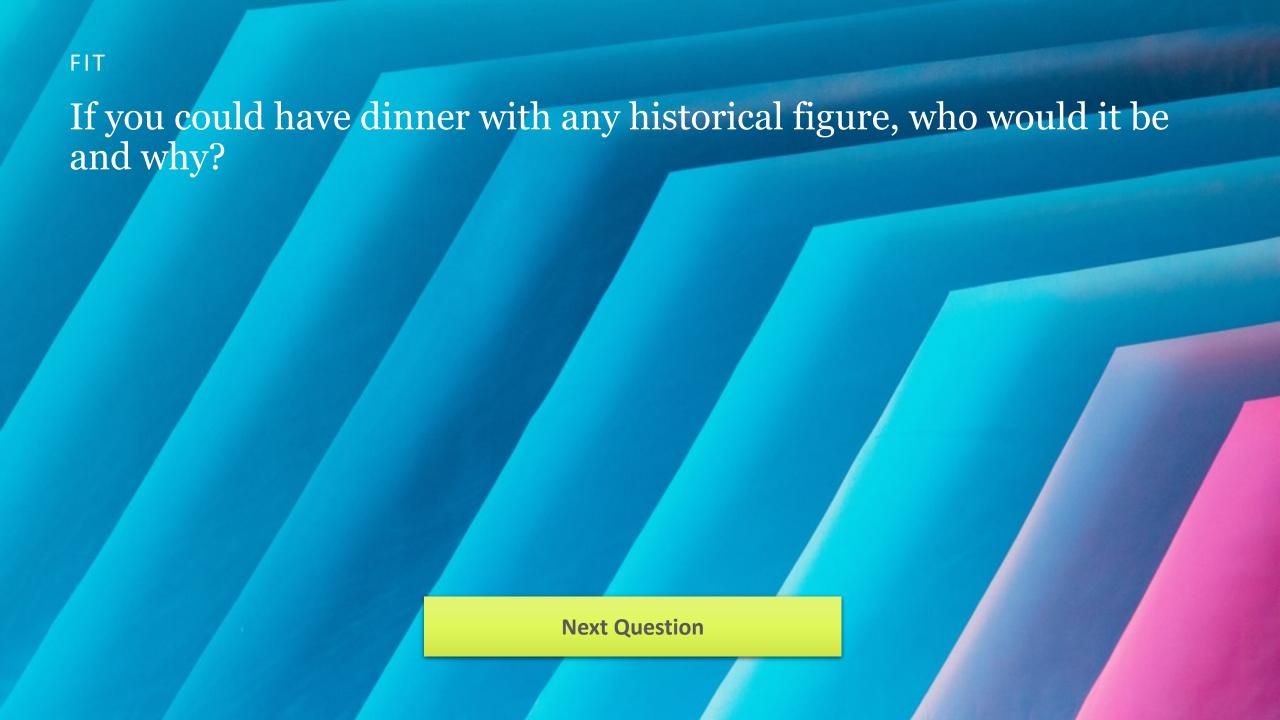




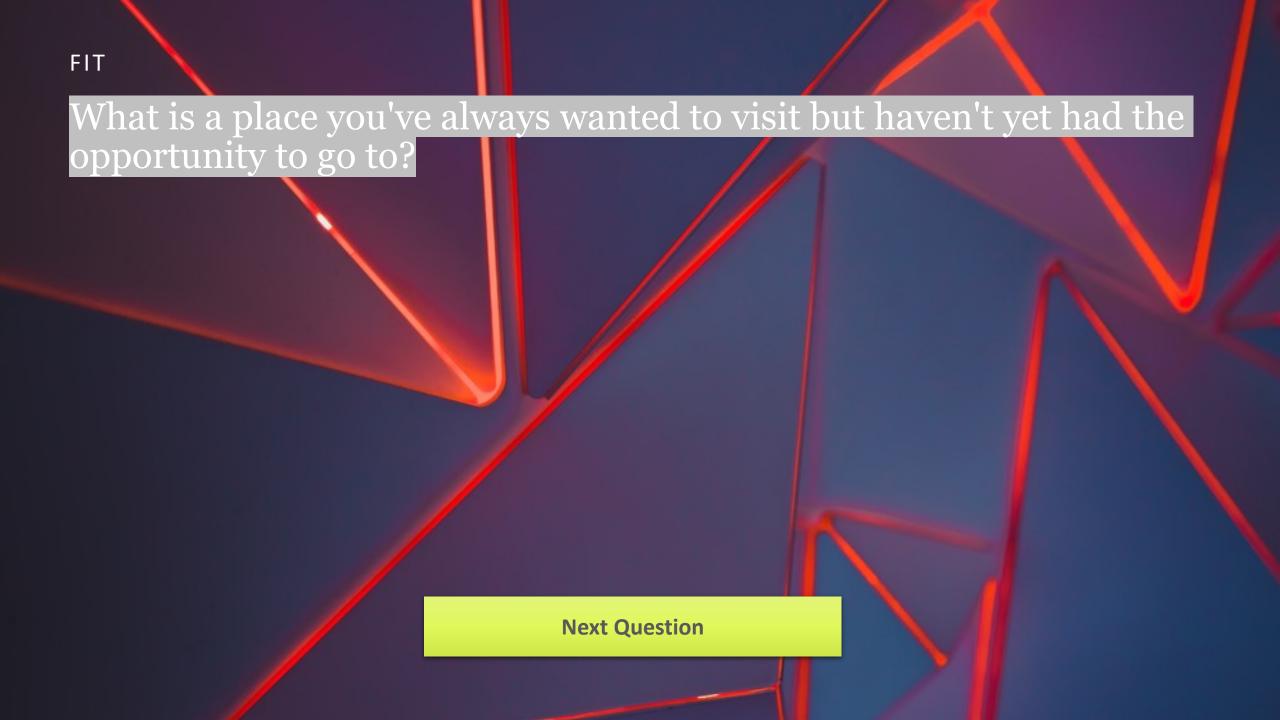


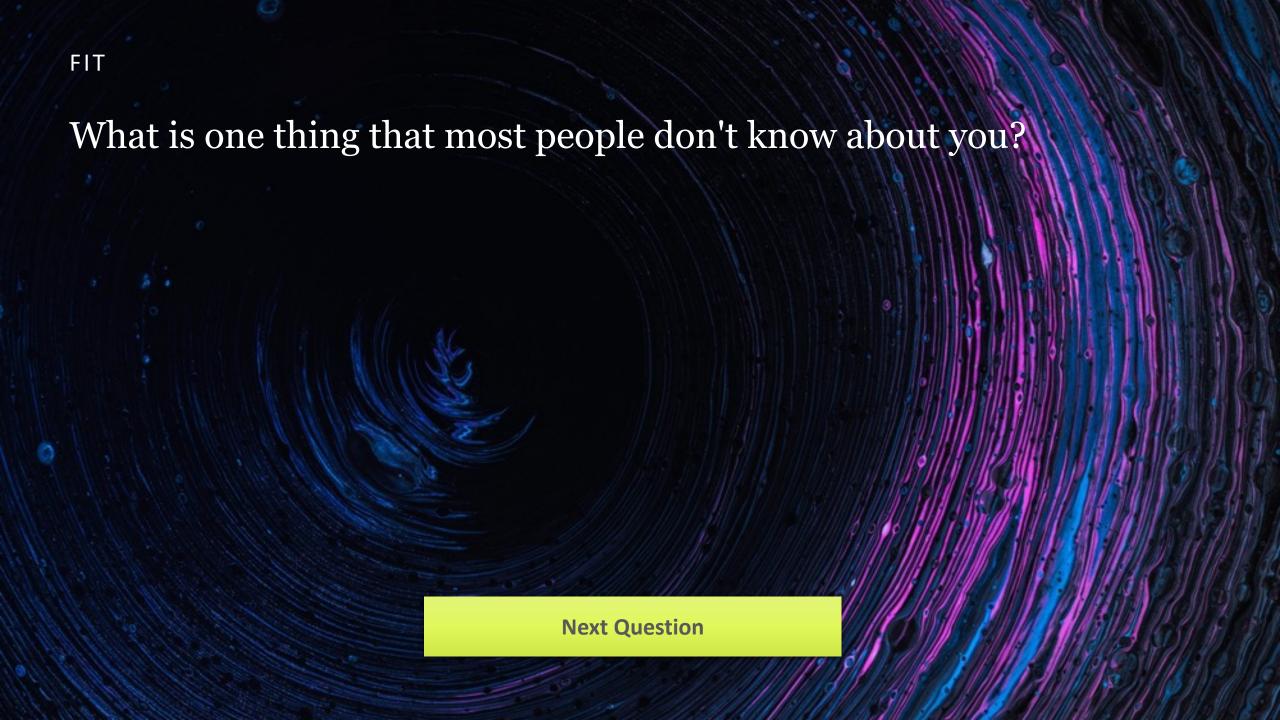






What is your favorite book or movie, and why?





FIT

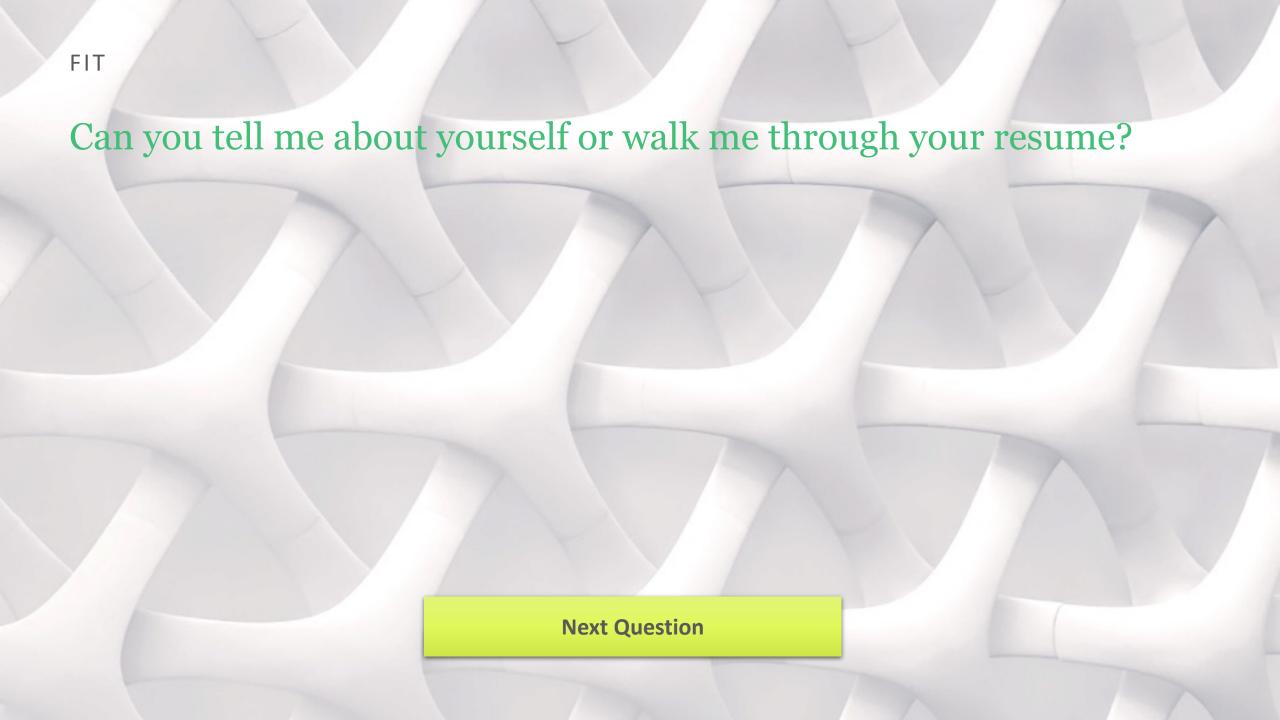
What is one thing that you've accomplished in your career that you're proud of?

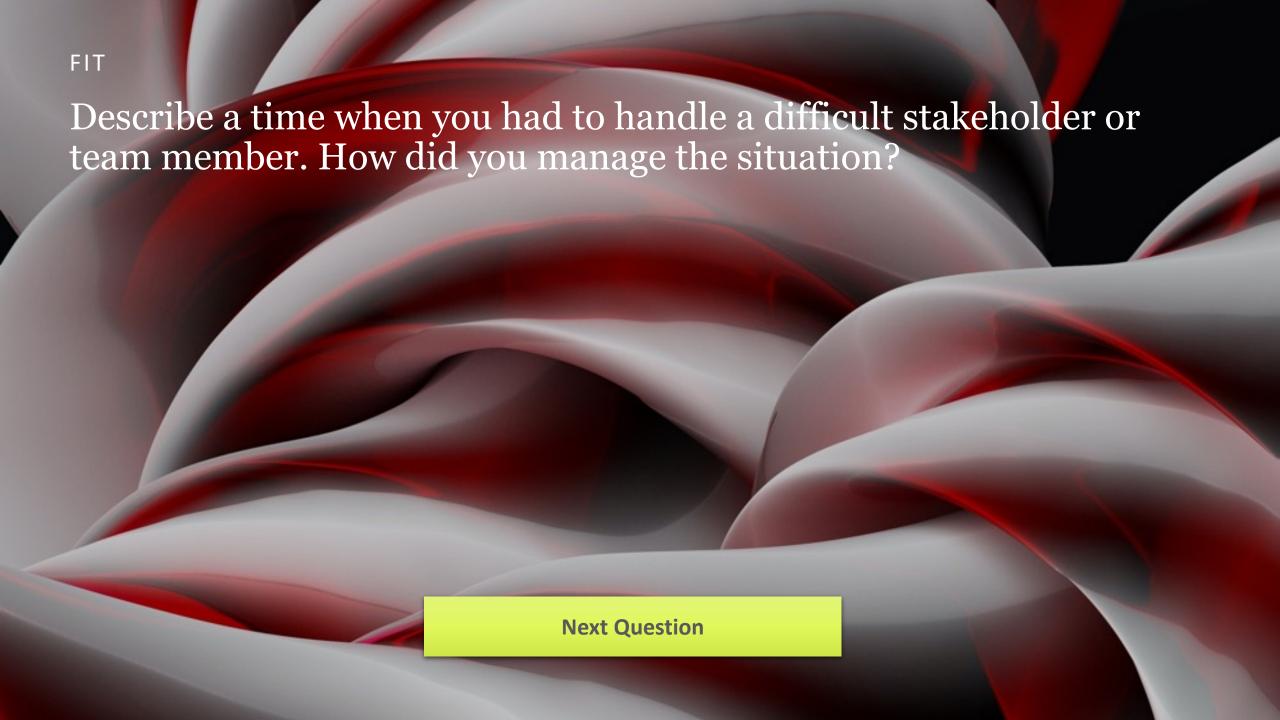
BEHAVIORAL

What does your perfect day at work look like?

BEHAVIORAL

Do you prefer to plan out your day or go with the flow?





Is there anything you want to ask me or anything you want to tell me that we haven't talked about?

