



Female #1

What do you think of when you hear/say the word "Buddle"?

- "Umm maybe like a little bundle. A mini bundle of something."
- "The other thing I thought of was a bee/beehive lol."

Female #2

After being shown the logo concept:

- "I want to hug it!"

Female #3

Tell me what you think of/feel when you first hear/say Buddle.

- "um...it looks and kinda sounds like bubble so that is about it"

Female #4

BUDDLE. What do you feel/think of when you hear/say it. BUDDLE.

- "Baby talk cuddling or cuddling with a buddy."

Male #1

What do you think of/feel when you hear/say the word "Buddle"?

- "It's a unique word. I mean the response is not automatically bad. More confusing for me because I've never heard anything like it."

Female #5

After being shown the logo concept:

- "As soon as I saw it, I felt like 'oh, we're gunna have a good time'."

Female #6

Opened conversation by simply saying, "Buddle".

- "Cuddle puddle?"

What do you think of when you see/say that word?

- "Happy thoughts"

