

## **Chapter 2: Strategy and Branding**

### **Multiple Choice**

1. AIDA stands for

- a. Attention, Internet, Desire, and Attitude
- \*b. Attention, Interest, Desire, and Action
- c. Action, Interest, Definition, and Attention
- d. Action, Interest, Definition, and Attitude

Answer location: p. 25

Question type: MC

2. The consumer profile of Maria for Excedrin answered

- a. What Maria did for recreation
- b. How Maria might be reached with media
- c. Demographic and psychographic questions
- \*d. All of the above

Answer location: p. 36

Question type: MC

3. The Copy Platform can be used to

- \*a. Connect people with the product
- b. Stimulate a desire to know what's most important
- c. Provide security in purchase of the product
- d. Organize an affiliation of users with the product

Answer location: p. 33

Question type: MC

4. The action step in the AIDA formula is designed to

- a. Help customers avoid false or misleading information
- b.\*Find ways to connect the advertiser with the customer
- c. Support claims made in the other steps of the formula
- d. Elicit testimonials from satisfied customers

Answer location: p. 35

Question type: MC

5. In understanding what a brand is and what it does you must know

- a. A brand is the name on the box as well as what's in the box
- b. A brand is an image used under fair use provisions
- \*c. A brand is a promise
- d. A part of the public domain

Answer location: p. 43

Question type: MC

6. In order to establish a relevant brand, advertising must position

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- \*a. The perception consumers have of your product relative to the competition
- b. Reposition and rebrand the product with their audience accordingly
- c. The media for optimal search engine marketing across the digital spectrum
- d. Branded storytelling to reach a maximum audience with social media

Answer location: p. 24

Question type: MC

7. Resonance takes place when the stimuli put into your communication
- a. Exceeds a superlative amount of attention by the audience
  - b. Avoids exaggeration, hyperbole, and extraneous attention
  - c. Overcomes the obvious falsity of the product claims
  - \*d. Evokes meaning in a listener or a viewer

Answer location: p. 40

Question type: MC

8. The three types of relationships between parent and subbrands include
- \*a. Codrivers
  - b. Equitable drivers
  - c. Semi-endorsers
  - d. Distractors

Answer location: p. 45

Question type: MC

9. Guidelines for successful brand extensions include
- \*a. Screening all new brand extensions for congruence
  - b. Earmarking all the compromises other brands make
  - c. Identifying how your brand can emphasize profits
  - d. Eliminating all brand packaging that is cocongruent

Answer location: p. 46

Question type: MC

10. People align themselves with
- a. Satisfaction of their wants and needs along the consumer continuum
  - b. The happiest brands they can find in comparison to generic brands
  - \*c. A brand that reflects what they see when they look in the mirror
  - d. Values and ideas consistent with fair trade practices and eco values

Answer location: p 40

Question type: MC

**True/False**

11. Features and benefits must be tied together in the customers mind.

\*True

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False

Answer location: p. 32

Question type: TF

12. Ethnographic research can be used to elicit the inner feelings of the customer.

True

\*False

Answer location: p. 29

Question type: TF

13. Account planning is really all about solving the client's problem.

\*True

False

Answer location: p. 27

Question type: TF

14. Research always replaces insight when it comes to interpreting research findings.

True

\*False

Answer location: p. 31

Question type: TF

15. The consumer profile essentially answers the classic five W questions of journalism.

\*True

False

Answer location: p. 34

Question type: TF

16. Nontraditional advertising includes direct marketing, social networks, and word of mouth

\*True

False

Answer location: p. 24

Question type: TF

17. AIDA stands for attention, interest, desire, and action.

\*True

False

Answer location: p. 25

Question type: TF

18. The action step of AIDA is where you tell your viewers what the product's features and benefits are.

True

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\*False

Answer location: p. 25

Question type: TF

19. Strategies are how we meet objectives.

\*True

False

Answer location: p. 26

Question type: TF

20. Agencies come up with solutions to a client's problem through tactics.

True

\*False

Answer location: p. 27

Question type: TF

21. Defining the target audience means determining who will buy the product and why they want or need it.

\*True

False

Answer location: p. 31

Question type: TF

22. Primary research involves assembling research done by others.

True

\*False

Answer location: p. 28

Question type: TF

23. Secondary research is where you gather facts directly.

True

\*False

Answer location: p. 28

Question type: TF

24. Ethnography involves immersing yourself in the culture of your product.

\*True

False

Answer location: p. 29

Question type: TF

25. Using projective techniques can involve word association or pictures to determine how consumers feel about a brand or product.

\*True

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False

Answer location: p. 30

Question type: TF

26. Research can be subjective at times.

\*True

False

Answer location: p. 30

Question type: TF

27. A benefit leads to the satisfaction of the customer's wants and needs.

\*True

False

Answer location: p. 32

Question type: TF

28. A copy platform helps identify the one most important thing about the product.

\*True

False

Answer location: p. 33

Question type: TF

29. A feature covers a product's benefits, information about the target audience, and a statement about the product.

True

\*False

Answer location: p. 33

Question type: TF

30. A creative brief explains where we are, where we want to be, and the path we'll take to get there.

\*True

False

Answer location: p. 34

Question type: TF

31. Asking "so what" is not beneficial when trying to determine consumer benefits.

True

\*False

Answer location: p. 36

Question type: TF

32. Rebranding is the process of repositioning your brand from the top down.

\*True

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False

Answer location: p. 41

Question type: TF

33. Line extensions take a solid brand and expand it to a new audience.

\*True

False

Answer location: p. 45

Question type: TF

**Essay**

34. Please discuss the differences between objectives, strategies, and tactics.

Answer location: p. 26

Question type: ESS

35. Discuss the origins of account planning and its role in the advertising process.

Answer location: p. 26

Question type; ESS

36. How might ethnography and/or projective techniques be used to help you to better understand your target audience?

Answer location: p. 29

Question type: ESS

37. Describe the differences between features and benefits.

Answer location: p. 32

Question type: ESS

38. Why is storytelling so important to the branding process?

Answer location: p. 43

Question Type: ESS

39. How can the “so what” question help determine product benefits?

Answer location: p. 36

Question type: ESS

40. How should you use primary and secondary research to determine your target audience?

Answer location: p. 28

Question type: ESS