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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

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