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
**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*
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
19. Strategies are how we meet objectives.
   *True
   False
   Answer location: p. 25
   Question type: TF

20. Agencies come up with solutions to a client's problem through tactics.
   True
   *False
   Answer location: p. 26
   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
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
33. Line extensions take a solid brand and expand it to a new audience.
   *True
   False
   Answer location: p. 45
   Question type: TF

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