

## 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

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

\*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