

Marketing

Unit 07:

Advertising

Strategy

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1. Unit 07: Advertising Strategy

4. Chapter: Unit 07: Advertising Strategy

1. Unit 07: Advertising Strategy Questions

4.1.1. A company with little or no brand recognition has decided to use di...

Author: Melinda Salzer

A company with little or no brand recognition has decided to use direct response marketing. Which media outlet will provide them with the best ROI?

Please choose only one answer:

- Banner advertising
- Print media
- Social Media
- Email marketing
- None of the above

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4.1.2. According to your Launch! textbook, "...a branding strategy creates a...

Author: Melinda Salzer

According to your Launch! textbook, "...a branding strategy creates a clear picture of the values your product or service represents." Coca-Cola is a strong American brand that creates value to the consumer by providing a lifestyle product. Yet, when Coca-Cola introduced New Coke in 1985, it was a colossal failure. The product was removed from the shelves within 3 months. What significant strategic mistake did the Coca-Cola company make?

Please choose only one answer:

- The company did not change the product's packaging to match the new product's image.
- The new brand was too similar to Pepsi's products.
- The company did not understand the relationship consumers had with the product and what the brand meant to consumers.
- The company's new advertising campaign did not effectively communicate the new product's attributes.
- The company was unable to obtain enough shelf space in stores. Retailers did not want to remove the very profitable original Coke product.

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4.1.3. Before industrialization, products were sold generically. Chocolate...

Author: Melinda Salzer

Before industrialization, products were sold generically. Chocolate was chocolate, butter was butter, and so on. Mass production made it possible to produce many products, resulting in branding, which eliminated the idea of generic products. However, some products have benefited from the consumer use of a generic. Which of the following brands' strategy has produced this result? How so?

Please choose only one answer:

- Verizon, because everyone knows they sell phones and phone service.
- Nike, because they are known for athletic shoes
- Kleenex, because that is what people say when they want a tissue
- Bic, because they are known for writing implements
- General Motors because that is how people relate to the automobile industry

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4.1.4. Coach sells ladies handbags, wallets, and other accessories. These ...

Author: Melinda Salzer

Coach sells ladies handbags, wallets, and other accessories. These products are expensive and well-made. When Coach advertises its products as luxurious, sophisticated, and elegant, which characteristic of a branding strategy is the company using?

Please choose only one answer:

- Personality
- Accountability
- Consistency
- Differentiation
- Brand equity

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4.1.5. Jim Thorpe was known as one of the greatest athletes of the 20th ce...

Author: Melinda Salzer

Jim Thorpe was known as one of the greatest athletes of the 20th century. He played professional baseball and football, and he won several Olympic gold medals. Why would a small town in Pennsylvania change its name (they actually purchased the rights to use it!) to Jim Thorpe, PA?

Please choose only one answer:

- Because they wanted to honor Mr. Thorpe's memory
- Because it is a good strategy to name a location after a famous athlete
- Because the strategy of branding places has proven to be effective and has shown to produce positive results in generating awareness and increasing business in that locale
- Because many sports are popular in the town
- None of the above

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4.1.6. Many companies plan a branding strategy that will create a "barrier..."

Author: Melinda Salzer

Many companies plan a branding strategy that will create a "barrier to entry." What benefit does this provide for your brand?

Please choose only one answer:

- Other companies cannot launch a similar item in your product category.
- Your product has such a strong image that new entries in the marketplace will find it difficult to take your customers away from you.
- New companies cannot gain market share.
- You are able to steal customers away from your competition.
- All of the above

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4.1.7. Research has shown that the most lucrative target market for your p...

Author: Melinda Salzer

Research has shown that the most lucrative target market for your plumbing and carpentry products are professional contractors whose businesses are located in suburban and rural communities. This represents new information, because past sales have come mostly from urban do-it-your-selfers. You are planning your advertising strategy for next year and want to use the most cost effective advertising media for your plan. Which advertising medium should you include in your plan?

Please choose only one answer:

- Email marketing
- Radio advertising
- Print advertising
- Outdoor billboards
- All of the above

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4.1.8. What is the importance of a value proposition?

Author: Melinda Salzer

What is the importance of a value proposition?

Please choose only one answer:

- It shows that your brand is on par with other products in your product category.
- A value proposition is not a necessary marketing tool.
- It demonstrates your product's benefits relative to the competition.
- It showcases your product's price point.
- It reports on your product's annual sales levels.

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4.1.9. What is the purpose of branding?

Author: Melinda Salzer

What is the purpose of branding?

Please choose only one answer:

- To ensure a trademark for your company
- To use your organization's creative department
- To look similar to your competition
- To distinguish your brand from other products in the marketplace
- None of the above

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4.1.10. When advertising is used to introduce a product and educate the con...

Author: Melinda Salzer

When advertising is used to introduce a product and educate the consumer about its features, at which stage is this product?

Please choose only one answer:

- Competitive stage
- Pioneering stage
- Inner brand stage
- Retentive stage
- None of the above

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4.1.11. When communicating your company's value proposition, the focus shou...

Author: Melinda Salzer

When communicating your company's value proposition, the focus should be on which of the following?

Please choose only one answer:

- Company sales figures
- Marketing activities
- Elimination of the competition
- What is important to your customers
- None of the above

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4.1.12. Which of the following factors supports brand equity as it relates ...

Author: Melinda Salzer

Which of the following factors supports brand equity as it relates to a brand's value proposition?

Please choose only one answer:

- Differentiation
- Accountability
- Consistency
- Personality
- All of the above

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4.1.13. Why is accountability an important factor in developing a solid bra...

Author: Melinda Salzer

Why is accountability an important factor in developing a solid branding strategy?

Please choose only one answer:

- It helps a company evaluate their sales and profits.
- Accountability is not an important factor in developing a branding strategy.
- This is only important when developing a strategy for a high-end product.
- When consumers have a good experience with a brand, they are more likely to buy other products from that company, making the consumer decision-making process easier.
- It helps corporations develop effective image advertising.

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4.1.14. Why is an integrated marketing communications (IMC) approach effect...

Author: Melinda Salzer

Why is an integrated marketing communications (IMC) approach effective?

Please choose only one answer:

- Because it is the least expensive strategy
- Because all messages are directed to the consumer and build brand equity
- Because it is useful in planning a global strategy
- Because IMC addresses the emotional appeal of a brand
- None of the above

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4.1.15. Why is Internet marketing less expensive than traditional media?

Author: Melinda Salzer

Why is Internet marketing less expensive than traditional media?

Please choose only one answer:

- Because fewer people are on the Internet than those who view traditional media
- Because there are more avenues for marketing exposure on the Internet, bringing the cost down
- Because Internet marketing use is declining and has brought the cost down
- Because many online publishers charge based on performance and not cost-per-thousand based models
- None of the above

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4.1.16. You are the owner of the Bate's Motel in California. Your motel is o...

Author: Melinda Salzer

You are the owner of the Bate's Motel in California. Your motel is on the main road leading to a very popular amusement park. As a result, you have seen almost full occupancy year-round. Last year, a new highway was built, enabling drivers to get to the park more quickly using another road. Unfortunately, you have seen hotel occupancy rates drop significantly, and you are in danger of having to close down your hotel. What advertising medium might be most effective in directing drivers to your hotel?

Please choose only one answer:

- Local broadcast media
- Local newspapers
- Internet advertising
- Outdoor billboards
- Email marketing

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4.1.17. You plan on marketing your new product solely on the Internet. Your...

Author: Melinda Salzer

You plan on marketing your new product solely on the Internet. Your website is up and running. You have a limited advertising budget, but you have set your objectives at a high level. Which method will be most cost effective in bringing customers to your website?

Please choose only one answer:

- Pay-per-click
- Banner advertising
- Email marketing
- Traditional broadcast media
- Print advertising

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4.1.18. Your company manufactures a line of women's swimwear and related ac...

Author: Melinda Salzer

Your company manufactures a line of women's swimwear and related accessories. Your target markets have included women in all age groups from 25 years old and up. However, you are launching a new line of swimwear that will be targeted specifically to women over 70 years of age. What action should you take to be sure you will effectively reach this market?

Please choose only one answer:

- Launch an aggressive television campaign.
- Place ads in women's magazines.
- Prepare a media strategy to ensure that you are using the appropriate advertising media.
- Use the same actions you have used in the past for your other products.
- Use the same strategy that your competitors are using.

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4.1.19. Your company produces small kitchen appliances. Founded in the mid-...

Author: Melinda Salzer

Your company produces small kitchen appliances. Founded in the mid-1950's, your company's high -priced products have gained a reputation as being durable, reliable, and dependable. As a result, you are the market leader in your product category. One of your managers has suggested that since you occupy the number 1 spot in the market, sales might increase if prices dropped to your nearest competitor's price point. Do you think this is a good idea? Why, or why not?

Please choose only one answer:

- Yes. Consumers will always purchase the lower priced product.
- No. It is never a good idea to sell your products at the same price as your competition.
- No. You have the trust of your customers, and they are willing to pay the higher price for a product they know and believe in.
- Yes. You can drop the price as long as the price change is not permanent.
- Yes. You should drop the price, because your only goal is to make a profit.

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4.1.20. Your gift shop has been expanding even though you have not develope...

Author: Melinda Salzer

Your gift shop has been expanding even though you have not developed a solid marketing plan. You recognize that you must be more proactive in your marketing efforts. After conducting research, you realize that one of the first steps in your plan is to determine your boutique's value proposition. Which of the following factors should you consider when developing this statement?

Please choose only one answer:

- How your customers feel about shopping in your store
- What advantages you have over other area stores that sell similar merchandise
- Your store's reputation in the community
- How you treat your customers
- All of the above

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