

MARKETING

Product

Branding and Branding Strategies

Name _____

Score _____

Use the following word bank to complete questions #1-13.

Brand	Brand Name	Brand Mark	Trade Name
Trade Character	Trademark	National Brand	Private Brand
Generic Brand	Brand Extension	Brand Licensing	Co-branding
Mixed Brand			

- _____ Personified to have human form characteristics such as the Jolly Green Giant.
- _____ "No frills" products that do not carry a brand name and are generally offered at lower prices.
- _____ Legal protection to the brand, may be represented with ®.
- _____ Name, design, and/or symbol that identifies a product or company.
- _____ Miller's Supermarket stores offer this strategy by offering a combination of generic, national and private brands.
- _____ An example of this is GM and MasterCard joining forces to develop a credit card with no annual fee and earning points towards GM products.
- _____ Brands that are owned and initiated by the manufacturer.
- _____ Using an existing brand name for an improved or new product such as *Strawberry Fig Newtons*.
- _____ Identifies the company or a division of a particular corporation.
- _____ Owned and initiated by the retailers or the wholesalers.
- _____ A company allows another company to use its brand, brand mark, or trade character for a fee.
- _____ An example of this is the Disney World Castle to represent Disney.
- _____ A word, group of words, letters, or numbers of a brand that can be spoken.

True or False

14. T or F Branding makes it difficult to introduce new product lines and categories.
15. T or F An example of a trademark is Chester Cheetah.
16. T or F In brand licensing, the licensee pays the brand owner a royalty of about 5% of the wholesale price.
17. T or F Kenmore and Craftsman are examples of national brands sold by Sears.
18. T or F Private branding has become more popular in recent years.

19. T or F 100% of all automobiles are sold under national brand names.
20. T or F The problem with brand extensions is that if the company extends the production line too much, they risk brand dilution or brand cannibalism.
21. T or F Companies license their brand to enhance their company image and to sell more of their core products.

Are you a marketing guru? Can you answer the following.

22. What's the brand mark for the U.S. Postal Service?
23. What brand is a chocolate cookie with white frosting in the middle?
24. What cereal uses a rabbit as their trade character?
25. Kellogg's Rice Krispie Treats would be an example of which branding strategy?
26. If you need a facial tissue, you probably ask for a _____.
27. If you fall and get a scrape on your knee, you would probably use a _____.

Why do you think the following brand names work well for these well known products? (Do they communicate product features/benefits?)

Post it Notes
Jolly Green Giant
Froot Loops
Pop Tarts
Propel
Best Buy
Crayola Twistable Crayons
Under Armour
Downy
Ziploc
V-8
Pink

Can you think of some that communicate the product with the brand name?