

Nature and Animal Branding Facts

Marketing · Answer Key · 8 Questions

1. Which specific animal inspired the original logo of the World Wide Fund for Nature (WWF) in 1961?

- A) A Red Panda named Wah
- B) A Giant Panda named Chi Chi**
- C) A Koala named Billy
- D) A Polar Bear named Snow

2. The term 'greenwashing' was coined in 1986 by environmentalist Jay Westerveld in response to what industry practice?

- A) Aerosol spray labeling
- B) Disposable plastic packaging
- C) Hotel towel reuse policies**
- D) Electric vehicle range claims

3. The two red animals depicted in the Red Bull logo are actually which specific species?

- A) Spanish Fighting Bulls
- B) Water Buffalo
- C) Gaurs**
- D) Texas Longhorns

4. The dromedary camel featured on the classic Camel cigarette packaging was modeled after a real circus camel named what?

- A) Old Joe**
- B) Barnum
- C) Humphrey
- D) Desert King

5. Created for a marketing campaign in 1944, what is the primary purpose of the Smokey Bear character?

- A) Promoting national park tourism
- B) Preventing forest fires**
- C) Encouraging recycling
- D) Supporting wildlife conservation

6. The Lacoste crocodile logo originated from a 1923 bet involving a piece of luggage made from which material?

- A) Snake skin
- B) Elephant hide
- C) Crocodile skin**
- D) Shark leather

7. Before the company rebranded to X, the iconic blue bird logo used by Twitter was officially named after which sports figure?

- A) Michael Jordan
- B) Magic Johnson
- C) Larry Bird**
- D) Shaquille O'Neal

8. Since 1957, the lion used in the most famous version of the Metro-Goldwyn-Mayer (MGM) opening credits is named what?

- A) Aslan
- B) Leo**
- C) Simba
- D) King