

# Awesome Brands & Their Secrets!

Branding · Answer Key · 18 Questions

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**1. What is a brand's logo, like the golden arches of McDonald's?**

- A) A picture that helps you recognize the company**
- B) The company's phone number
- C) The company's building address
- D) A type of food the company makes

**2. Why do companies use specific colours in their branding, like the red used by Coca-Cola?**

- A) To make their products stand out and be memorable**
- B) Because they ran out of other colours
- C) To match the CEO's favourite colour
- D) To confuse customers about what they are buying

**3. What is a slogan, such as Nike's 'Just Do It'?**

- A) A short, catchy phrase that represents the brand**
- B) A long explanation of the product's ingredients
- C) A list of all the employees
- D) The price of the product

**4. When a brand consistently uses the same style for its advertisements and packaging, what are they trying to create?**

- A) A consistent look and feel that people can recognise**
- B) Different looks for every new product
- C) A very complicated design
- D) A design that changes every day

**5. What does it mean when a brand has a good 'reputation'?**

- A) People have a positive and trusting feeling about the brand**
- B) The brand's products are very expensive
- C) The brand has been around for a very long time
- D) The brand's logo is very big

**6. Think about the toys from LEGO. What do they sell that helps build their brand identity?**

- A) Their unique building blocks and the idea of creativity**
- B) Instruction manuals for all their sets
- C) The plastic bags the toys come in
- D) The company's factory tours

**7. What is the main purpose of a brand's mascot, like Tony the Tiger for Kellogg's Frosted Flakes?**

- A) To make the brand more friendly and memorable, especially for children**
- B) To scare away competitors
- C) To advertise the company's stock market price
- D) To be the company's security guard

**8. When you see the Apple logo, what are some ideas or feelings you might associate with it?**

- A) Technology, innovation, and sleek design**
- B) Old-fashioned and slow products
- C) Only for scientists and engineers
- D) Cheap and disposable items

**9. What does it mean for a brand to be 'authentic'?**

- A) It is true to its values and what it promises**
- B) It copies other popular brands
- C) It changes its message frequently
- D) It is only available in one country

**10. Why do companies spend money on advertising?**

- A) To let people know their products exist and why they are good**
- B) To make their buildings look nice
- C) To give free samples to their employees
- D) To confuse people about what they do

**11. What is a brand 'name', like 'Google' or 'Disney'?**

- A) The word or words used to identify a company or product**
- B) The manager's personal nickname
- C) The street name where the company is located
- D) The sound the product makes

**12. What makes the difference between a generic product and a branded product?**

- A) A branded product has a specific name, logo, and identity, while a generic one usually doesn't**
- B) Generic products are always cheaper
- C) Branded products are always made in a different country
- D) Generic products are only sold in supermarkets

**13. When a brand promises to be environmentally friendly, what kind of message are they trying to send?**

- A) They care about protecting the planet**
- B) They are the oldest company in the world
- C) They are the fastest company in the world
- D) They only use recycled paper for their packaging

**14. What does it mean when a brand is 'marketed'?**

- A) It is promoted and advertised to potential customers**
- B) It is stored in a warehouse
- C) It is sold only to adults
- D) It is shipped to a different planet

**15. What do you call the feeling of loyalty someone has towards a particular brand, like always buying the same type of shoes?**

- A) Brand loyalty**
- B) Brand confusion
- C) Brand forgetfulness
- D) Brand competition

**16. What is the main goal of a brand's packaging, like the box a new toy comes in?**

- A) To protect the product, make it look attractive, and provide information**
- B) To be as plain and boring as possible
- C) To be difficult to open
- D) To be made of very heavy material

**17. When a brand creates a unique sound, like the jingle for McDonald's, what are they trying to achieve?**

- A) To create a memorable audio cue that reminds people of the brand**
- B) To annoy people so they remember the brand
- C) To test how loud their speakers are
- D) To make it hard to hear other sounds

**18. What does a brand's 'identity' include?**

- A) Its logo, colours, name, and overall style**
- B) The company's bank account balance
- C) The employee's home addresses
- D) The number of cars the CEO owns