

Branding Basics for Teens

Branding · Answer Key · 10 Questions

1. What is the main purpose of a brand?

- A) To make products look expensive
- B) To help customers easily identify and remember a product or company**
- C) To create confusing advertisements
- D) To ensure all products are the same color

2. What is a logo?

- A) A catchy song for a company
- B) A unique symbol or design that represents a brand**
- C) The price of a product
- D) A customer's review of a product

3. Which of these is an example of a well-known brand that uses a specific color scheme in its branding?

- A) A generic white t-shirt
- B) McDonald's (using red and yellow)**
- C) A plain brown cardboard box
- D) A basic grey pencil

4. What is a 'brand slogan'?

- A) The company's address
- B) A short, memorable phrase associated with a brand**
- C) The warranty information for a product
- D) The name of the product's designer

5. When you see the Nike 'swoosh' symbol, what are you most likely thinking about?

- A) A type of shoe
- B) A sporting goods company
- C) Athletic apparel
- D) All of the above**

6. Why do companies spend money on branding?

- A) To make their products harder to find
- B) To build trust and loyalty with customers**
- C) To increase the cost of their products significantly
- D) To confuse people about what they sell

7. What is 'brand loyalty'?

- A) When a customer dislikes a brand
- B) When a customer consistently chooses one brand over others**
- C) When a brand creates a new product
- D) When a brand changes its logo

8. Which of the following is a famous brand known for its distinctive packaging?

- A) A plain glass jar
- B) Coca-Cola (using its iconic red and white bottle/can)**
- C) A simple plastic bag
- D) A cardboard shipping box

9. What does a brand's 'identity' include?

- A) Only the company's bank account number
- B) Logos, colors, fonts, and the overall message a company wants to send**
- C) The personal names of all employees
- D) The location of every factory

10. When you recognize the bright yellow arches of McDonald's from far away, this is an example of:

- A) Brand recognition**
- B) Brand betrayal
- C) Brand confusion
- D) Brand indifference