

Branding Basics for Kids

Branding · Answer Key · 9 Questions

1. What is a brand mostly about for a company?

- A) A type of food it sells
- B) A famous person who owns it
- C) A company's unique identity**
- D) A type of car it uses

2. What do we call the special picture or symbol that helps people recognize a company or product?

- A) A recipe
- B) A logo**
- C) A story
- D) A game

3. What is a short, catchy phrase that a company uses to describe its product or mission?

- A) A long book
- B) A secret code
- C) A slogan**
- D) A math problem

4. What is the specific word or words used to identify a product or company?

- A) A person's age
- B) A brand name**
- C) A weather report
- D) A type of animal

5. Why do companies create brands for their products?

- A) To make them confusing
- B) To help people recognize and remember them**
- C) To hide what they sell
- D) To make them less popular

6. What is the wrapper or container for a product called, which often shows its brand?

- A) A label
- B) A drawing
- C) Packaging**
- D) A sticker

7. Many companies use specific colors consistently, like red for Coca-Cola or yellow for McDonald's arches. What are these called?

A) Random colors

B) Brand colors

C) Sky colors

D) Dull colors

8. What is a short, memorable tune or song used in advertisements to help people remember a brand?

A) A long poem

B) A jingle

C) A silence

D) A difficult puzzle

9. What is a character, often an animal or person, that represents a company or product, like Tony the Tiger for Kellogg's Frosted Flakes?

A) A scientist

B) A mascot

C) A painter

D) A chef