

Branding Fundamentals for Teens

Marketing · Answer Key · 12 Questions

1. What is the term for the exclusive legal right to use a brand's name, logo, or design?

- A) Copyright
- B) Trademark**
- C) Patent
- D) Trade Secret

2. Which company is credited with creating the modern 'Swoosh' logo, designed by Carolyn Davidson in 1971?

- A) Adidas
- B) Puma
- C) Nike**
- D) Reebok

3. What is the primary function of a brand's 'visual identity' guide?

- A) To list all company employees
- B) To define consistent font, color, and logo usage**
- C) To record historical profit margins
- D) To track global supply chains

4. In branding, what does the term 'brand equity' represent?

- A) The number of physical stores a brand owns
- B) The total weight of a company's assets
- C) The added value a brand name brings to a product**
- D) The yearly salary of the CEO

5. Which famous beverage brand is recognized for its signature 'Spencerian script' logo used since 1887?

- A) Pepsi
- B) Coca-Cola**
- C) Dr Pepper
- D) Sprite

6. What is a 'brand archetype' in marketing theory?

- A) The physical building where a brand is based
- B) A set of personality traits that make a brand relatable**
- C) The secret recipe for a product
- D) The cost of producing an advertisement

7. What is the specific term for a brand's unique short phrase that is easy to remember?

- A) Tagline**
- B) Paragraph
- C) Legal clause
- D) Meta-tag

8. Which color is most frequently used in fast-food branding to stimulate appetite and create a sense of urgency?

- A) Blue
- B) Red**
- C) Purple
- D) Grey

9. What is the purpose of a 'brand mission statement'?

- A) To outline the daily cleaning schedule
- B) To define the core purpose and reason for a brand's existence**
- C) To list the prices of all individual products
- D) To describe the CEO's personal biography

10. Which company currently uses the 'Golden Arches' as its global brand mark?

- A) Burger King
- B) Subway
- C) McDonald's**
- D) Taco Bell

11. What does 'brand awareness' measure?

- A) The number of patents a company owns
- B) The percentage of consumers familiar with a brand**
- C) The amount of debt a company owes
- D) The temperature of the brand's warehouse

12. What was the original purpose of the practice of 'branding' livestock?

- A) To make them look fashionable
- B) To identify ownership and prevent theft**
- C) To improve the quality of the wool
- D) To categorize by age