

# Branding Basics for Young Minds

Branding · Answer Key · 15 Questions

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## 1. What is a logo used for in branding?

- A) To show the price of a product
- B) To represent a company or product visually**
- C) To write the company's history
- D) To list all the ingredients

## 2. Which of these is an example of a brand's slogan?

- A) The name of the company
- B) A catchy phrase that describes the brand**
- C) The company's address
- D) The color of the product packaging

## 3. Why do companies use specific colors in their branding?

- A) Because they are the cheapest colors to use
- B) To make the product look more expensive
- C) To create a feeling or association with the brand**
- D) To match the color of their employees' uniforms

## 4. What does it mean for a brand to be 'recognizable'?

- A) It means the brand is very old
- B) It means people can easily identify it, like seeing its logo**
- C) It means the product is only sold in one country
- D) It means the brand has won many awards

## 5. When a brand has a 'consistent' look and feel, what does that mean?

- A) It changes its appearance every month
- B) It uses the same logo, colors, and style everywhere**
- C) It only uses black and white designs
- D) It doesn't use any images or logos

## 6. What is a 'target audience' for a brand?

- A) All the people in the world
- B) The specific group of people a brand wants to reach**
- C) The employees who work for the brand
- D) The countries where the brand is sold

**7. Many brands use mascots. What is a mascot?**

- A) A type of product a brand sells
- B) A character that represents and promotes the brand**
- C) The name of the company owner
- D) A special offer or discount

**8. What is brand 'awareness'?**

- A) How expensive a product is
- B) How much people know about a brand**
- C) How many different products a brand makes
- D) How long a brand has been in business

**9. Why is the 'packaging' of a product important for branding?**

- A) It hides the product from customers
- B) It's the first thing a customer sees and can attract them**
- C) It's only used for shipping the product
- D) It makes the product heavier to carry

**10. What does it mean for a brand to have 'trust' with its customers?**

- A) Customers don't believe anything the brand says
- B) Customers feel confident that the brand will deliver good quality**
- C) Customers are forced to buy the brand's products
- D) Customers think the brand is always the cheapest

**11. What is a 'brand identity'?**

- A) The company's financial statements
- B) The unique look, feel, and voice that a brand uses**
- C) The list of all competitors
- D) The historical timeline of the company

**12. Which is a famous brand known for its golden arches logo?**

- A) Coca-Cola
- B) Nike
- C) McDonald's**
- D) Apple

**13. What is a 'trademark' in branding?**

- A) A type of product discount
- B) A symbol or name that legally protects a brand's identity**
- C) The company's chief executive officer
- D) A new advertising campaign

**14. How do brands build 'loyalty' with their customers?**

- A) By constantly changing their products
- B) By offering good quality products and positive experiences**
- C) By making their products difficult to find
- D) By only advertising once a year

**15. What is the main goal of branding?**

- A) To make products as expensive as possible
- B) To make a brand stand out and be remembered by customers**
- C) To confuse customers with too many choices
- D) To sell products only once