

Introduction to Global Branding

Branding · Answer Key · 20 Questions

1. Which company uses a simple 'swoosh' as its primary brand logo?

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

2. What is the term for a short, memorable phrase used in advertising to define a brand?

- A) Chapter
- B) Slogan**
- C) Paragraph
- D) Caption

3. Which company's brand is represented by a bitten apple silhouette?

- A) Samsung
- B) Microsoft
- C) Apple**
- D) Google

4. What does a brand's logo primarily serve to do?

- A) Change the product
- B) Identify the company**
- C) Create the recipe
- D) Set the price

5. Which fast-food brand is famous for the 'Golden Arches' logo?

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

6. What is the name of the mascot for the brand Kellogg's Frosted Flakes?

- A) Tony the Tiger**
- B) Chester Cheetah
- C) Toucan Sam
- D) Snap

7. The brand LEGO is primarily known for producing what type of product?

- A) Video games
- B) Plastic building bricks**
- C) Action figures
- D) Board games

8. Which social media platform uses a camera icon as its primary brand symbol?

- A) Facebook
- B) Twitter
- C) Instagram**
- D) LinkedIn

9. What is the primary color associated with the Coca-Cola brand logo?

- A) Blue
- B) Green
- C) Red**
- D) Yellow

10. Which company uses a mermaid as its global branding icon?

- A) Starbucks**
- B) Costa Coffee
- C) Dunkin'
- D) Tim Hortons

11. The brand 'Nintendo' is best known for which industry?

- A) Automobiles
- B) Video games**
- C) Fashion
- D) Kitchenware

12. What is the purpose of a brand name?

- A) To describe how a product works
- B) To distinguish one product from another**
- C) To measure the weight of an item
- D) To list ingredients

13. Which chocolate bar brand is associated with the color purple?

- A) Mars
- B) Snickers
- C) Cadbury**
- D) KitKat

14. What is the term for a specific design or symbol that identifies a brand?

- A) Logo**
- B) Receipt
- C) Invoice
- D) Contract

15. Which global company is known for its brand of electric vehicles and the name 'Model 3'?

- A) Toyota
- B) Ford
- C) Tesla**
- D) Honda

16. What company uses a 'Check' or 'Tick' symbol as its logo?

- A) Nike**
- B) Under Armour
- C) New Balance
- D) Asics

17. The brand 'Disney' is most famously associated with which character in its early branding?

- A) Donald Duck
- B) Goofy
- C) Mickey Mouse**
- D) Pluto

18. Which brand is known for the slogan 'Just Do It'?

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

19. What is the main goal of branding for a company?

- A) To make products invisible
- B) To create customer recognition**
- C) To avoid selling items
- D) To change the law

20. Which search engine company is known for its multi-colored logo containing the letters G-o-o-g-l-e?

A) Bing

B) Yahoo

C) Google

D) DuckDuckGo