

History of Branding

Branding · Answer Key · 12 Questions

1. What is the origin of the word 'brand', derived from the Old Norse word 'brandr', meaning?

- A) To trade
- B) To burn**
- C) To sell
- D) To label

2. In which century did cattle ranchers begin using fire-heated metal irons to mark livestock as a form of ownership?

- A) 15th century
- B) 20th century
- C) Ancient times**
- D) 19th century

3. What is considered the oldest brand still in existence, established in 1074?

- A) Kongo Gumi**
- B) Coca-Cola
- C) Twinings Tea
- D) Yamato

4. Which company is credited with registering the first official trademark, the 'Red Triangle', in 1876?

- A) Bass Brewery**
- B) Levi Strauss
- C) Nestle
- D) Ford

5. In the 1880s, which brand introduced the first mass-marketed laundry soap, famously using a 'monkey brand' image?

- A) Lever Brothers**
- B) P&G
- C) Colgate
- D) Unilever

6. Which company famously adopted the 'Swoosh' logo designed by Carolyn Davidson in 1971?

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

7. The term 'brand equity' was popularized to describe the value of a brand name in which decade?

- A) 1980s**
- B) 1920s
- C) 1950s
- D) 2000s

8. Which company first used a mascot named 'Bibendum', also known as the Michelin Man, in 1898?

- A) Goodyear
- B) Firestone
- C) Michelin**
- D) Continental

9. The 'Coca-Cola' Spencerian script logo was first created in which year?

- A) 1886**
- B) 1905
- C) 1920
- D) 1850

10. What was the original color of the Tiffany & Co. brand box, before it became the famous 'Tiffany Blue'?

- A) Red
- B) Black**
- C) White
- D) Green

11. Which American company was the first to use a 'guarantee of satisfaction' as a branding tool in 1888?

- A) Sears**
- B) Kodak
- C) General Electric
- D) Ford

12. What was the name of the first product to be branded with a registered trademark under the United States Trademark Act of 1881?

A) Avril Baking Powder

B) Ivory Soap

C) Coca-Cola

D) Heinz Ketchup