

Historical Evolution of Branding

Branding · Practice Test · 15 Questions

1. The term 'branding' originates from the Old Norse word 'brandr', which historically referred to what specific practice?

- A) The marking of livestock with a hot iron
- B) The signing of artisanal pottery
- C) The sealing of royal parchment scrolls
- D) The stamping of currency coins

2. Which company is widely recognized as having registered the first modern 'trademark' under the UK Trade Marks Registration Act of 1875?

- A) Bass Brewery
- B) Coca-Cola
- C) Guinness
- D) Cadbury

3. In 1915, the Root Glass Company designed which iconic branded object that was patented specifically for its unique contour shape?

- A) The Coca-Cola contour bottle
- B) The Absolut Vodka bottle
- C) The Heinz ketchup bottle
- D) The Chanel No. 5 perfume flacon

4. The first logo ever registered as a trademark in the United States, issued in 1870, belonged to which company?

- A) The Averill Chemical Paint Company
- B) The Procter & Gamble Company
- C) The American Tobacco Company
- D) The Singer Manufacturing Company

5. Which 19th-century branding pioneer is credited with introducing the concept of the 'Unique Selling Proposition' through the branding of 'Ivory' soap?

- A) Harley Procter
- B) Thomas Lipton
- C) Henry Heinz
- D) John Pemberton

6. Which company famously utilized the 'Mascot' branding strategy by introducing 'Bibendum' (The Michelin Man) in 1898?

- A) Michelin
- B) Goodyear
- C) Pirelli
- D) Firestone

7. What is the historical significance of the 1888 'Beecham's Pills' advertisement campaign in the context of branding?

- A) It was the first to use a 'guaranteed' testimonial approach
- B) It was the first to use a celebrity endorsement
- C) It was the first to be printed in color
- D) It was the first to be displayed on a London bus

8. The 'Swoosh' logo, created by Carolyn Davidson in 1971 for Nike (then Blue Ribbon Sports), was initially inspired by which Greek mythological figure?

- A) Nike, the goddess of victory
- B) Athena, the goddess of wisdom
- C) Artemis, the goddess of the hunt
- D) Hera, the queen of the gods

9. Which major brand underwent a controversial rebranding in 1985 by launching 'New Coke', a decision eventually reversed due to immense public backlash?

- A) Coca-Cola
- B) Pepsi
- C) Dr Pepper
- D) 7 Up

10. The 'Pillsbury Doughboy' (Poppin' Fresh) was introduced as a brand character in which year?

- A) 1965
- B) 1955
- C) 1970
- D) 1960

11. The iconic 'Morton Salt' girl, depicted with an umbrella in the rain, was first used in branding campaigns starting in what year?

- A) 1914
- B) 1905
- C) 1920
- D) 1910

12. Which company acquired the 'Quaker Oats' brand in 2001, marking one of the largest food-sector brand acquisitions in history at the time?

- A) PepsiCo
- B) Nestlé
- C) Kraft Foods
- D) General Mills

13. The 'Gold Bond' stamp used by the East India Company in the 17th century is an early historical example of what branding concept?

- A) Brand provenance and quality assurance
- B) Product diversification
- C) Digital identity
- D) Influencer marketing

14. What was the primary branding objective of the 'General Electric' monogram logo designed in 1892?

- A) To symbolize the fusion of Edison and Thomson-Houston companies
- B) To represent the invention of the lightbulb
- C) To establish a government monopoly
- D) To denote international trade routes

15. The 'Aunt Jemima' brand, based on a character from a minstrel song, first appeared on pancake flour packaging in what year?

- A) 1889
- B) 1895
- C) 1885
- D) 1901