History of Branding Discoveries

Branding · Answer Key · 12 Questions

1. What is considered the oldest surviving registered trademark in the United Kingdom?

A) Bass Red Triangle
B) Guinness Harp
C) Cadbury Logo
D) Twinings Crest

2. In ancient times, what was the primary purpose of branding livestock?

A) To identify ownership
B) To improve meat quality
C) To change the animal's color
D) To track migration patterns

3. Which company is credited with creating the first modern 'brand mascot' in 1913?

A) Michelin
B) Coca-Cola
C) Kellogg's
D) General Mills

4. The word 'brand' originated from the Old Norse word 'brandr,' which literally means what?

A) To burn
B) To paint
C) To label
D) To sell

5. Which soft drink was the first to be marketed using a consistent, globally recognized visual brand identity?

A) Coca-Cola
B) Pepsi
C) Dr Pepper
D) Root Beer

6. In which century did the first laws for trademark registration appear in England?

A) 13th century
B) 16th century
C) 19th century
D) 20th century

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7. Which iconic brand introduced the first mass-marketed 'logo' on clothing, featuring a polo player?

A) Ralph Lauren
B) Lacoste
C) Tommy Hilfiger
D) Brooks Brothers

8. What is the oldest continuously used trademark in the United States, registered in 1870?

A) Eagle Pencil Company
B) Colgate
C) Ivory Soap
D) Macy's

9. Before printed logos, how did merchants identify their goods to illiterate customers in medieval markets?

A) Unique physical seals or signs
B) Color-coded ribbons
C) Fingerprints
D) Custom music

10. Which company launched the first 'global' brand campaign using a standardized logo in the 1920s?

A) Ford Motor Company
B) Singer Sewing Machines
C) General Electric
D) Kodak

11. What was the first product to be packaged in a branded box to ensure consistent quality?

A) Uneeda Biscuit
B) Quaker Oats
C) Heinz Ketchup
D) Campbell's Soup

12. Which company was the first to use a 'celebrity' spokesperson for branding in the late 19th century?

A) Coca-Cola
B) Pears Soap
C) Singer
D) Singer

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