Chapter 12 Quiz

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1. Product Placement media does not include which of the following.
2. Television
3. Movies
4. Newspaper
5. Video games
6. Challenges to product placement and branded entertainment include.
7. Oversaturation
8. Conflict with entertainment media
9. Unpredictability
10. Need for full disclosure
11. All of the above
12. What is an Exodus of ad revenue from traditional broadcast media in reaction to audience fragmentation and tools for ad avoidance?
13. Chaos Scenario
14. Event sponsorship
15. Madison and Vine
16. Pulling the Ad
17. Instances in which a product or brand is exposed to consumers through media coverage, rather than paid advertising is?
18. Media impressions
19. Nightly news
20. Employee revenge
21. Chaos Scenario
22. Marketers use media impressions as a metric because it lets them directly compare sponsorship spending in traditional measured media. True or False
23. True
24. False
25. Which of the following events attracts the most sponsorship?
26. Concerts
27. Sports
28. Charity Organizations
29. None of the above
30. What school did Tubby Smith leave us for?
31. University of Arizona
32. Georgia Tech
33. Memphis
34. Notre Dame
35. Product placement is used to:
36. Create excitement
37. Increase revenues
38. Surge of popularity
39. None of the above
40. All of the above
41. In regards to NASCAR sponsorships, it is shown that fans:
42. Drink too much beer
43. Are three times more likely to purchase products promoted by their favorite NASCAR driver
44. Buy any product but the ones sponsored by NASCAR
45. Hate the clutter of all the company logos on NASCAR cars
46. Achieving a single voice is critical for breaking through the clutter of the modern marketing environment.
47. True
48. False
49. High-quality placements are most likely to result from great collaboration among which of the following?
    1. Marketers
    2. Agents
    3. Producers
    4. Writers
    5. All of the above
50. Event sponsorship involves a marketer providing financial support to help fund an event.
    1. True
    2. False
51. Uncertainty about accountability for integrating the overall campaign makes it \_\_\_\_\_ that a well-integrated campaign will be created.
    1. Likely
    2. Very likely
    3. Unlikely
    4. Very unlikely
52. Like any other brand promotion tactic, product placements offer the most \_\_\_\_\_ when they are connected to other elements of the promotional plan.
    1. Money
    2. Value
    3. Time
    4. Consistency
53. The list of companies sponsoring events \_\_\_\_\_ with each passing year.
    1. Grows
    2. Shrinks
    3. Stays the same
    4. Dissappears
54. What does not belong in product placement media?

a) Television

b) Movies

c) Video games

d) A & B

e) All of the above belong

1. By using any collateral communication or activity to reinforce the link between a brand an event is called?

a) Product placement

b) Audience characteristics

c) Leveraging

d) None of the above

1. What are some of the key issues to consider when judging placement opportunities?

a) Credibility

b) Authenticity

c) Endorsement

d) B & C

e) None of the above

1. Product placement offers the most value for brand promotion?
   1. True
   2. False
2. Quality of genuineness or naturalness.
   1. Authenticity
   2. Leveraging
   3. Brand entertainment

1. C

2. E

3. A

4. A

5. A

6. B

7. C

8. E

9. B

10. A

11.E

12.A

13.C

14.B

15.A

16.E

17.C

18.D

19.A

20.A