1. Event sponsorship can be defined as:
2. Involves a marketer providing financial support to help fund an event
3. Counting the number of instances in which a product or brand is exposed to consumers
4. Adding to the brand appeal
5. Collateral communication or activity
6. Product placement agencies:
7. Have grown accustomed to product placements
8. Work with marketers to build bridges to the entertainment industry
9. Is the same as branded entertainment
10. Make millions of dollars
11. One challenge of product placement is:
12. Instant oversaturation
13. Movies
14. Video games
15. Federal Trade Commission
16. Media impressions can be defined as:
17. Paid advertising
18. Counting the number of instances in which a product or brand is exposed to consumers
19. Adding appeal to a product
20. Acquiring good data on the number and types of consumers who are making a direct contact with their brands at any given event
21. What brand sponsored the 2010 Winter Olympics and also gained a major platform on which the company could position itself as a global good citizen?
22. Monster energy
23. Coca-Cola
24. Doritos
25. Blue Bell ice cream
26. The classic role of public relations is to foster goodwill between a firm and its many constituent groups. T/F
27. Which of these topics are suitable for a press release?
	1. New products
	2. New scientific discoveries
	3. New personnel
	4. All of the above
28. What is considered “free” media exposure about a firm’s activities or brand?
	1. Publicity
	2. A bag of marketing
	3. Media marketing
	4. The media
29. According to the book, who defined the term ‘influencer marketing’?
	1. Northlich
	2. Martha Stewart
	3. Kristen Stewart
	4. Patrick Stewart
30. Social media is defined as?
	1. Websites where users create and share information about themselves, brands, and other mutual interests
	2. Parks where people take their dogs to play
	3. Face to face interaction with other people
	4. Computer software products such as Microsoft Word
31. A factor affecting the value of any placement has to do with the elusive concept of:
32. authenticity
33. success
34. celebrities
35. activity

1. “A brand is a living entity and it is enriched or undermined cumulatively over time, the product of a thousand small gestures” was said by:
2. Michael Eisner
3. John Smith
4. Roger Nelson
5. Jeffrey Harper

1. Sponsoring events gives brands an opportunity to:
2. foster brand loyalty
3. attain bad attention
4. reach less people
5. detach emotional connection

1. Activity to reinforce a link between a brand and an event is known as:
2. leveraging
3. benefiting
4. specializing
5. maintaining

1. Which audience has grown accustomed to product placement?
2. television viewers
3. industry viewers
4. movie viewers
5. casual viewers
6. The list of companies sponsoring events grows with each passing year, and the events include a wide variety of activities.
7. Event sponsorship
8. Event promoting
9. College games
10. High school games

1. Where does product placement not exist?
2. Posters
3. Movies
4. Games
5. Television

1. Research shows that NASCAR fans are\_\_\_\_\_\_\_
2. Loyal
3. Drunk
4. Poor
5. Brilliant

1. NASCAR fans are \_\_\_\_\_\_\_\_\_ as likely to purchase products promoted by their favorite drivers compared to fans of other sporting events
2. Three times
3. Four Times
4. Five times
5. None of these are correct
6. Which one of these is NOT an obstacle for product placement or branded entertainment?
	1. Oversaturation
	2. Conflict with entertainment media
	3. Unpredictability
	4. Time constraints

Answer Key:

* 1. A
	2. B
	3. A
	4. B
	5. B
	6. True
	7. D
	8. A
	9. A
	10. A
	11. A
	12. A
	13. A
	14. A
	15. A
	16. A
	17. A
	18. A
	19. A
	20. D