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Chapter 12 quiz

1. Integrated marketing communications include
 - a) event sponsorship
 - b) Product placement
 - c) Branded entertainment
 - d) All of the above**
2. The catchphrase Madison & Vine refer to
 - a) Name of a famous advertising agency
 - b) The convergence of advertising and entertainment**
 - c) Genuineness or naturalness
 - d) Quickly gaining brand loyalty
3. Who was the chaos scenario predicted by?
 - a) Leo Burnett
 - b) Marian Harper Jr.
 - c) Rosser Reeves
 - d) Bob Garfield**
4. What is the chaos scenario?
 - a) a mass exodus from the traditional broadcast media in reaction to audience fragmentation and tools for ad avoidance**
 - b) Products are exposed to consumers through media coverage
 - c) Chaos is created from ads on tv
 - d) Sales promotion in which winners are awarded prizes based on chance
5. Event sponsorship involves a marketer to provide financial support for an event in exchange for
 - a) To display a brand name
 - b) To display a brand logo
 - c) For a promotional message
 - d) All of the above**
6. One of the biggest things marketers look at for sponsoring an event is
 - a) The weather that day
 - b) Event's participants overlap significantly with the marketer's target audience**

- c) The color scheme of the event
- d) The location of the event

7. Marketers evaluate the effectiveness of their sponsorship spending by using which popular approach?

- a) Media impressions**
- b) Sponsorship spending
- c) SWOT analysis
- d) Hits

8. When is an event sponsorship a winner?

- a) It has enough media impressions
- b) It has stronger brand loyalty
- c) It has targeted consumers in an audience
- d) It has all three of these**

9. Because various types of events attract well-defined target audiences, what should marketers monitor?

- a) The type of music played at events
- b) The type of food served at events
- c) Event participants to ensure the messages reach their desired target**
- d) How long the events last

10. What is leveraging the sponsorship?

- a) Using something to maximum advantage
- b) The ratio of a company's loan capital
- c) Using any collateral communication or activity to reinforce the link between a brand and an event**
- d) The exertion of force by means of a lever or object

11. What is a sales promotion technique of getting a marketer's product featured in movies and television shows?

- a) Virtual mall
- b) Sponsorship
- c) Sweepstakes
- d) Product placement**

12. What is the definition of authenticity?

- a) Quality of genuineness or naturalness**
- b) Made inferior by errors
- c) To lower morally
- d) Infected or tainted

13. What is a natural extension of product placement where you know your product will be the star of the show?
- a) Brand implant
 - b) Branded entertainment**
 - c) Product advertising
 - d) Entertainment commercials
14. What would be an obstacle to overcome with product placement and branded entertainment?
- a) Oversaturation
 - b) Conflict with entertainment media
 - c) Unpredictability
 - d) All of the above**
15. Of these activities which one attracts the most sponsorship dollars for event sponsorships?
- a) Sports**
 - b) Hot dog eating contests
 - c) Concerts
 - d) Flying pig marathon
16. One common use of product placement is to
- a) Lower the value of other products
 - b) Help create excitement for the launch of a new product**
 - c) To get more people to watch the movie or show the product is in
 - d) To make the celebrities look better
17. What does the rush to participate in branded entertainment raise the risk of?
- a) Growing your brand loyalty
 - b) Receiving more brand recognition
 - c) Oversaturation and consumer backlash**
 - d) Having a different way to market to customers
18. What is a mass exodus from the traditional broadcast media in reaction to audience fragmentation and tools for ad avoidance?
- a) Chaos scenario**
 - b) Emergent consumers
 - c) Advertising clutter
 - d) Slander
19. What is it called to use any collateral communication or activity to reinforce the link between a brand and an event?
- a) Viral marketing

- b) Mash- up
- c) Push strategy
- d) Leveraging**

20. What is the quality of genuineness or naturalness?

- a) Impressions
- b) Culture
- c) Authenticity**
- d) Natural product