Group 12 Quiz Questions: Andrew Bobet, Fernando Arias, Canyon Brock, Logan Gaikoski, Saul Valdez, Annie Matthews.

1: In the “chaos scenario,” predicted by Bob Garfield what is coming?

1. A mass Exodus from the traditional broadcast media.
2. Event sponsorship will collapse.
3. There will be a surge in online advertising.
4. People will return to traditional broadcast media as new media revenues fail to perform.

2: What is a problem with specialist during integrated marketing communications?

1. They work on multiple projects at the same time.
2. They tend to focus on only their job, ignoring the other parts of the organization.
3. They have their own budget which makes creating an overall budget awkward.
4. They make group decisions hard because they always advocate for their field.

3: What is NOT a problem that marketers face when trying to coordinate an overall message.

1. Different teams fight for funding.
2. Outside forces acting on the event in question.
3. The argument for who should lead integration, the client or the agency?
4. Making a product to fit the overall message you want to make.

4: What was Criscos most enduring overall advertising run?

1. Crisco Cooking Talks
2. Guiding Light
3. A Parent Is Born
4. Top Model

5: Which firm did NOT complain about poor treatment from Warner Bros about collaboration efforts?

1. Coke
2. Cadillac
3. Heineken
4. Sony

6: What is NOT an obstacle to overcome in terms of product placement and branded entertainment?

1. Oversaturation
2. Conflict with entertainment media
3. Need for full disclosure
4. Ad placement in media

7: What media that exist today wouldn’t exist without branded entertainment?

1. Movies
2. Sports
3. Nascar
4. Newspapers

8: What brand placement appeared in Talladega Nights: The Ballad of Ricky Bobby as mentioned in the chapter?

1. Wendys
2. Mountain Dew
3. Juicy Fruit
4. Wonder Bread

9: What is a large benefit Video Games have over other forms of media when it comes to advertising?

1. Players don’t wander off during the ad, it’s considered part of the game making it more authentic.
2. It’s easier to advertise in the game for products related to it.
3. You don’t have to pay to advertise in your own game.
4. You get word of mouth from players who have purchased it already to others who haven’t, having your customers do your advertising for you.

10: What is a standard way to advertise in video games?

1. Shops in game
2. The player characters home
3. Bill Boards in game
4. On the characters clothing

11: What can help build brand familiarity and can promote brand loyalty by connecting a brand with powerful emotional experiences?

1. Media Impressions
2. Audience Characteristics
3. Leveraging
4. Sponsorships

12: What is a component(s) of event sponsorship?

1. Enough media impressions
2. Stronger brand loyalty
3. Targeted consumer in audience
4. All the above

13: Product placement media does **not** include \_\_\_\_\_\_\_\_.

1. Radio
2. Television
3. Movies
4. Video games

14: One common use for brand placement is\_\_\_\_\_\_\_.

1. Create brand unity
2. Increase brand loyalty
3. Help create excitement for the launch of a new product
4. None of the above

15: Challenges to product placement and brand entertainment include:

1. Oversaturation
2. Conflict with entertainment media
3. Unpredictability
4. Need for full disclosure
5. All of the above

16: What is true about Media Impressions

A) It is exposed by media rather than paid advertisement

B) It is paid advertisement prior to coverage

C) Is based on the consumers perception of a advertised brand or product

D) Companies control the media coverage to control the viewer impressions

17: Leveraging is…

A) Forcing your agenda at the expense of a competitors

B) A reinforced link between a brand and event

C) An exchange

D) Financial support for a given event

18: T/F

Product placement is an advertisers technique of getting consumers to see products of their choice.

A) True

B) False

19: Authenticity in marketing means…

A) Worthy

B) Not imitated but original

C) Quality of genuineness or naturalness

D) Real or true

20: Embedding brands in entertainment to connect with consumers is what?

A) Media Impressions

B) Sponsorships

C) Relational Branding

D) Branded Entertainment

1: A

2: B

3: D

4: B

5: D

6: D

7: C

8: D

9: A

10: C

11: D

12: D

13: A

14:C

15:E

16: A

17: B

18: B

19: C

20: D