Chapter 12 Quiz

1. \_\_\_\_\_\_\_\_\_ is financial support for an event, given in exchange for the right to display a brand name, logo, or promotional message at the event.
2. Pledge
3. Event Sponsorship
4. A billboard
5. Display

2. Placing Coke on the table during American Idol is an example of

1. Product Placement
2. Branding
3. Leveraging
4. Authenticity

3. \_\_\_\_\_\_\_\_ is sales promotion technique of getting a marketers product featured in movies and television shows.

1. Branding
2. Premiums
3. Product Placement
4. Influencer

4. Embedding a brand in any entertainment property to impress and connect with customers is known as

1. Sponsorship
2. Product Placement
3. Influencer
4. Branded Entertainment

5. General Motors paying a fee to be associated with the Future Farmers of America scholarship program is known as

1. Event Sponsorship

6. Marketers use \_\_\_\_\_\_\_\_\_\_\_\_ to gauge the effectiveness of marketing dollars spent on event sponsorships.

1. Brand loyalty
2. Media impressions
3. Leveraging
4. Emotional experience

7. Which of the following is an example of product placement media?

1. Television
2. Movies
3. Video Games
4. All of the above

8. \_\_\_\_\_\_\_\_\_ placements are most likely to result from great collaboration among marketers, agents, producers, and writers.

1. Product
2. Low-quality
3. High-quality
4. Consumer

9. Using any collateral communication or activity to reinforce the link between a brand and an event is known as

1. Product placement
2. Leveraging
3. IMC efforts
4. Low-quality

10. Which of the following is valuable to a successful event sponsorship?

1. Enough media impressions
2. Strong brand loyalty
3. Target consumers in audience
4. All of the above

11. The list of companies sponsoring events \_\_\_\_\_\_\_\_\_ with each passing year

1. Shrinks
2. Grows
3. Stays the same

12. Research shows that NASCAR fans

1. Are unusually loyal to the brands that sponsor cars
2. Have no problem with the logo cluttering of cars and drivers
3. Are three times more likely to purchase products promoted by their favorite NASCAR driver, compared to the fans of all other sports/sporting celebrities
4. All of the above.

13. \_\_\_\_\_\_\_ marketers are developing their own entertainment properties to feature their brands.

1. Many
2. Some
3. Few
4. No

14. Uncertainty about accountability for integrating the overall campaign makes it \_\_\_\_\_\_\_ that a well-integrated campaign will be created

1. Likely
2. Unlikely
3. None of the above

15. Why is sponsorship important?

1. It makes other companies dislike you, which boosts competition
2. It helps build brand familiarity and can promote brand loyalty
3. It connects a brand with a powerful emotional experience
4. Both B and C
5. All of the above

15. The functional specialists required for working in the various media have their own biases and subgoals, which can get in the way of \_\_\_\_\_\_\_\_\_\_.

1. Integration
2. Conversion
3. Marketing Mix
4. Seperation

16. Challenges to product placement and brand entertainment include all of the following EXCEPT.

1. Oversaturation
2. Unpredictability
3. Need for full disclosure
4. Lack of competition

17. High-quality placements are most likely to result from great \_\_\_\_\_\_\_\_.

1. Synchronization
2. Marketing
3. Collaboration
4. Arguing

18. What marketer is developing their own entertainment properties to feature their brand?

1. BMW
2. Nutter Butter
3. SMART Car
4. Kelloggs

19. The tremendous media options represents a monumental challenge for a marketer wishing to speak to customers with a \_\_\_\_\_ voice.

1. Loud
2. Single
3. Echoing
4. Convincing

20. Uncertainty about accountability for integrating the overall promo campaign makes a \_\_\_\_\_\_ campaign unlikely to be created.

1. Well-integrated
2. Unorganized
3. Ostensible
4. Strong