**Quiz 2 Answers**

# Chapter 1: Marketing communications and campaign planning

1. Brand and brand-item marcoms are not only trying to sell the brand to the customer but must communicate *about* the brand.

T

(The purpose beyond selling is obvious from the term “marketing communications.”)

2. The purpose of advertising is to be “mind-turning.”

T

(This is true according to how advertising is defined in the chapter.)

3. Brand-building advertising is the largest form of advertising.

F

(No, direct-response advertising is largest especially with the rise of the Internet.)

4. A brand item that has low uniqueness equity demonstrates downside elasticity by increasing sales when its relative price is above the category average.

F

(Exactly the opposite – an item with low uniqueness equity would have *decreasing* sales when it raises its relative price.)

5. Three levels of effects occur simultaneously during marketing communications: ad or promotion processing, brand communication effects, and customer decision stages.

T

(Yes, this is the whole point of our three-levels idea, that there are three sets of effects operating whenever you encounter an ad or promotion offer – not, as most textbooks imply, one hierarchy of effects.)

6. Brand communication effects are acquired as a “hierarchy of effects.”

F

(This is hardly ever true. Most often, the communication effects such as category need and brand awareness may be acquired in the prospective buyer’s mind in any order.)

7. Brand communication effects are likely to operate as a hierarchy during choice.

T

(Yes, very often category need arises first, then you recall several brand options or recognize some at the point-of-purchase, with your attitude toward each automatically coming out with the brand awareness response, a purchase intention is formed for the one to which you have the most favorable brand attitude, and if you see no purchase barriers and perhaps a convenient way to pay, then you have experienced all five communication effects in a hierarchical order.)

8. The buyer response steps are based on probabilities.

T

(Yes. The buyer response steps are described using the metaphor of a series of “gates” but there is, for each gate, a probability ranging from 0 to 1.0 of the potential buyer successfully passing through that gate.)

9. The first marcoms planning step is to set campaign objectives.

F

(No. In our approach, the first marcoms planning step is brand positioning.)

10. A strategy is defined as a broad aim or a desired outcome.

F

(No, this is the definition of an *objective*.)