**Quiz 1 Answers**

# Chapter 2: Branding and brand positioning

1. Brand positioning, or “branding,” aims to create a unique representation of the brand in customers’ minds, a representation that will steer the customer toward choice of that brand.

T

(True. Exact statement from the beginning of the chapter.)

2. Brand architecture includes sub-brands that can be totally independent of the master brand.

F

(No, sub-brands by definition are co-named with the master brand name.)

3. Category positioning really means *category need* positioning.

T

(Yes it does. The chapter mentions this distinction a number of times. Also, as we’ll see later, treating category positioning as category-need positioning provides a consistent fit with the first brand communication effect, which is category need.)

4. Stakeholder customer types include suppliers, distributors, investors, regulators, and prospective and current employees, but not end-customers.

F

(False. End-customers are also stakeholders.)

5. The manager must identify a key benefit that can be an instinctual, an archetypal, an emotional, or a rational benefit.

T

(Yes, these are the four types of key benefit according to Exhibit 2-6.)

6. Fishbein’s multiattribute model is a popular model for benefit positioning but it is much too complicated for managers to use.

F

(False. Managers use the multiattribute model implicitly, and this book shows them how to use it correctly.)

7. The innovation strategy means that you have to come up with a completely new product or service.

F

(Not true. You have to come up with a new benefit – preferably one that is not easily imitated by your competitors.)

8. The strategic options for the benefit strategy cannot be seen by constructing a perceptual map.

T

(True. Perceptual maps are useless because, as explained at the end of the I-D-U section of the chapter, they typically plot brand delivery on only two of the several or more attributes, and the plot assumes that the two attributes are equally important, which is very unlikely to be the case.)

9. In the a-b-e benefit claim structure model, attributes are subjective notions of what a product or service offers.

F

(No, attributes are *objectively* what the product or service offers.)

10. Integrated marketing communications means that the brand manager needs only to use “cosmetic” integration.

T

(True and a very important principle. This book contradicts the dumb cliché about the need to “integrate all of the brand’s marketing communications activities” – a ridiculous proposition considering that there are different stakeholder target audiences seeking different benefits from the brand.)