**Quiz 2**

# Chapter 2: Branding and brand positioning

**Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

*Circle the correct answer for each: True (T) or False (F)*

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| --- | --- | --- |
| 1. There are two possible levels of brand positioning. | T | F |
| 2. According to the T-C-B positioning model, the brand needs to be positioned mainly in terms of its key benefit. | T | F |
| 3. A manufacturer can use “me-too” central positioning in the category if it is a good quality product at a low price. | T | F |
| 4. The end-customer target should be defined as all current and potential buyers and users of the brand. | T | F |
| 5. The key benefit must be important to the target customer, deliverable by the brand, though not necessarily uniquely deliverable. | T | F |
| 6. The comparative strategy uses comparative advertising to try to decrease a competitor’s perceived delivery on an important benefit. | T | F |
| 7. To choose the best benefit strategy, the manager should perform various “what-if” simulations based on the I-D-U table. | T | F |
| 8. “Be-a-brand” role-playing is a popular but not very good way of simulating what-if scenarios for competitive brand benefit positioning. | T | F |
| 9. Benefit claims for transformationally-motivated products and services should use a benefit-to-positive-emotion structure. | T | F |
| 10. The brand or brand item’s short-form positioning statement for a given campaign is based only on the T-C-B positioning model. | T | F |