**Quiz 2 Answers**

# Chapter 2: Branding and brand positioning

1. There are two possible levels of brand positioning.

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(No, there are *three* levels of brand positioning, as shown in Exhibit 2-1. These can be called macro, middle or meso, and micro.)

2. According to the T-C-B positioning model, the brand needs to be positioned mainly in terms of its key benefit.

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(No. Whereas this might seem to be true given the emphasis in the book on the key benefit and the key benefit claim, the fact is that the T-C-B positioning model states that all three types of positioning are equally necessary: positioning into the category, positioning to the target customer, and of course positioning on the key benefit.)

3. A manufacturer can use “me-too” central positioning in the category if it is a good quality product at a low price.

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(On balance this is true because good quality can be taken to imply that its quality is as good as that of the market leader, and if it’s offered at an obviously lower price than the market leader’s presumed premium price, then this exactly describes the me-too central positioning strategy.)

4. The end-customer target should be defined as all current and potential buyers and users of the brand.

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(This is correct according to the definition the chapter.)

5. The key benefit must be important to the target customer, deliverable by the brand, though not necessarily uniquely deliverable.

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(False. As the I-D-U name should tell you, the key benefit *has* to be perceived to be uniquely deliverable by the brand.)

6. The comparative strategy uses comparative advertising to try to decrease a competitor’s perceived delivery on an important benefit.

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(Yes, this is the correct definition of the comparative advertising strategy.)

7. To choose the best benefit strategy, the manager should perform various “what-if” simulations based on the I-D-U table.

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(True, as stated in the chapter. This is, in fact, the way I-D-U positioning is applied.)

8. “Be-a-brand” role-playing is a popular but not very good way of simulating what if scenarios for competitive brand benefit positioning.

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(False. As the chapter says, be-a-brand role-playing is a very good way to simulate the likely strategies considered by your competitors in response to your proposed new I-D-U positioning strategy.)

9. Benefit claims for transformationally-motivated products and services should use a benefit-to-positive-emotion structure.

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(False. A second option for transformational benefit claims is the positive-emotion-only structure.)

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.

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(This is correct.)