

Name _____

MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.

- 1) Communication is defined as transmitting, receiving, and _____ information. 1) _____
 - A) processing
 - B) preparing
 - C) remembering
 - D) discerning
 - E) keeping

- 2) When a marketer delivers a message, the message is sometimes not in line with customer attitudes or customers don't believe the message because the message delivered by the competition was more convincing. In the communication process this is referred to as 2) _____
 - A) encoding.
 - B) transmission.
 - C) decoding.
 - D) a bad message.
 - E) noise.

- 3) The acronym ACCA stands for 3) _____
 - A) awareness, composition, conviction, action.
 - B) awareness, comprehensiveness, conviction, action.
 - C) awareness, comprehension, conviction, attitude.
 - D) attitude, comprehension, conviction, action.
 - E) awareness, comprehension, conviction, action.

- 4) After a communication message is developed, an organization has to transform the message into some attention getting form, such as print advertising or television advertising. This step in the communication process is called 4) _____
 - A) development.
 - B) encoding.
 - C) decoding.
 - D) transmission.
 - E) noise.

- 5) When an advertiser places an ad on television, the advertiser is _____ the message. 5) _____
 - A) submitting
 - B) decoding
 - C) escalating
 - D) transmitting
 - E) encoding

- 6) In this stage of the communication process, the customer learns something for the first time. 6) _____
 - A) awareness
 - B) decoding
 - C) encoding
 - D) action
 - E) transmission

- 7) Sue just finished watching a commercial for Tide laundry detergent and decided to add Tide to her shopping list for the week. This step in the communication process is referred to as 7) _____
- A) action.
 - B) comprehension.
 - C) conviction.
 - D) trial.
 - E) awareness.
- 8) At this stage in the communication process, the consumer is expressing interest and the message is seen as relevant. 8) _____
- A) awareness
 - B) comprehension
 - C) purchase
 - D) action
 - E) conviction
- 9) According to the FCB grid, long-copy, informative advertising plays an important role for products in which quadrant? 9) _____
- A) Quadrant 1
 - B) Quadrant 5
 - C) Quadrant 2
 - D) Quadrant 4
 - E) Quadrant 3
- 10) High involvement products such as designer clothing, which is bought on emotion to make the consumer feel good or show status, fall under this quadrant according to the FCB grid. 10) _____
- A) Quadrant 2
 - B) Quadrant 5
 - C) Quadrant 4
 - D) Quadrant 1
 - E) Quadrant 3
- 11) According to the FCB grid, advertisers of low involvement products that require rational decisions, like detergent, should focus on 11) _____
- A) "feel-good" messages.
 - B) informative advertising.
 - C) short, catchy slogans.
 - D) emotional advertising
 - E) lifestyle advertising.
- 12) According to the FCB grid, advertisers of low involvement products purchased on an emotional basis, such as beer, should focus on 12) _____
- A) demographics messages.
 - B) short, catchy slogans.
 - C) lifestyle messages.
 - D) informative advertising.
 - E) emotional advertising.

- 13) "Building awareness and interest for a product" and "encouraging trial purchase" are examples of 13) _____
A) marketing objectives.
B) corporate objectives.
C) strategic objectives.
D) advertising objectives.
E) marketing communication objectives.
- 14) A document developed by a client organization that contains vital information about the 14) _____
advertising task at hand, such as marketing background information and communication
objectives, is called a
A) strategic plan.
B) marketing plan.
C) background brief.
D) communication plan.
E) creative brief.
- 15) _____ is a paid form of non- personal message communicated through the various media. 15) _____
A) Advertising
B) Marketing communications
C) Publicity
D) Sales Promotion
E) Personal selling
- 16) Typically, advertising campaigns are designed to resolve a specific problem or 16) _____
A) to increase overall sales.
B) increase market share.
C) modify pricing.
D) pursue an opportunity.
E) attack the competition.
- 17) Essential information that provides direction for creative development is provided in a document 17) _____
known as the creative brief. This is provided by the
A) agency.
B) sales team.
C) client.
D) industry.
E) market place.
- 18) Tone and style and central theme or "big idea", fall under which section of the creative brief? 18) _____
A) creative execution
B) creative objectives
C) advertising objective
D) creative strategy
E) marketing information

- 19) The statement "to create or increase brand awareness" would fall under which section of a creative brief? 19) _____
- A) marketing information
 - B) creative strategy
 - C) problem identification
 - D) advertising objectives
 - E) creative objectives
- 20) Which of the following would NOT be an appropriate advertising objective? 20) _____
- A) new targets
 - B) interest
 - C) preference
 - D) sales
 - E) awareness
- 21) The statement: "To achieve an awareness of 75% for Brand X in the defined target market within 6 months of product launch" is an example of a(n) 21) _____
- A) advertising objective.
 - B) corporate objective.
 - C) problem.
 - D) communication objective.
 - E) marketing objective.
- 22) A campaign for a new product launch will usually have the following as an advertising objective. 22) _____
- A) new targets
 - B) awareness
 - C) new image
 - D) interest
 - E) action
- 23) The market for cell phones is very competitive and several brands are strong. Many companies in this market probably have the following as an advertising objective. 23) _____
- A) preference
 - B) action
 - C) interest
 - D) new targets
 - E) awareness
- 24) For an established brand in growth or mature markets, the objective is to stand out from competing brands. In this case, the advertising objective would focus on 24) _____
- A) encouraging trial purchase.
 - B) encouraging preference.
 - C) attracting new target markets.
 - D) creating interest.
 - E) creating awareness.

- 25) A statement that clearly indicates the information to be communicated to the target audience is called a(n) 25) _____
A) advertising objective.
B) creative objective.
C) problem statement.
D) marketing objective.
E) corporate objective.
- 26) The basic selling idea and primary benefit of Vaseline Intensive Care Lotion is that it leaves a person's skin feeling very soft. This would be that product's 26) _____
A) creative objective.
B) key benefit statement.
C) positioning.
D) advertising objective.
E) slogan.
- 27) The key benefit statement is 27) _____
A) main creative idea behind a campaign.
B) why certain media is used.
C) the main reason for choosing a particular agency.
D) the reason for using marketing research.
E) the primary reason for buying the product instead of a competitive product.
- 28) Good support claims statements provide customers with 28) _____
A) the basic selling idea behind the product.
B) catchy slogans.
C) a reason why they should choose an agency.
D) good taste and good nutrition.
E) a reason why they should buy the product.
- 29) In advertisements for Colgate toothpaste, the main promise is that Colgate makes is that Colgate helps fight tooth decay. The fact that Colgate is the only toothpaste to earn the Canadian Dental Association seal of approval is an example of a(n) 29) _____
A) positioning statement.
B) support claims statement.
C) key benefit statement.
D) creative strategy statement.
E) big idea.
- 30) After confirming the creative objective, the next stage in the process is to develop the 30) _____
A) research plan.
B) client evaluation.
C) creative execution.
D) media strategy.
E) creative strategy.

- 31) The "guiding light" for creative strategy is 31) _____
A) the positioning strategy.
B) the marketing objective.
C) the mission statement.
D) the creative director.
E) the target market.
- 32) The three elements of creative strategy are: tone and style, central theme and 32) _____
A) positioning statement.
B) communication objectives.
C) media strategy.
D) creative objectives.
E) appeal techniques.
- 33) The glue that binds the various creative elements of a campaign together is also called the 33) _____
A) central theme.
B) big idea.
C) creative strategy.
D) Both A and C are correct.
E) Both A and B are correct.
- 34) Which of the following is NOT an appeal technique used to execute creative strategy? 34) _____
A) positive appeals
B) humorous appeals
C) neutral appeals
D) negative appeals
E) fear appeals
- 35) When advertisers present situations that consumers would like to avoid, they are using a(n) 35) _____
A) emotional appeal.
B) avoidance appeal.
C) lifestyle appeal.
D) negative appeal.
E) positive appeal.
- 36) One of the major weaknesses of humorous appeals is that 36) _____
A) the ads will be remembered for too long.
B) the ads can wear out prematurely.
C) benefits are presented in a light-hearted manner.
D) competitors do not use humour.
E) many clients dislike humorous campaigns.
- 37) McDonald's ads usually include music and positive interactions among family members. These 37) _____
ads use a(n) _____ appeal technique.
A) humorous B) lifestyle C) negative D) positive E) emotional

- 38) For negative appeals, the product promise and benefits are based on an experience that the potential buyer would like to _____ 38) _____
 A) replace with a substitute.
 B) enjoy.
 C) buy.
 D) avoid.
 E) increase.
- 39) The slogan for Buckley's Cough Mixture, "Tastes awful, but it works" is an example of the following appeal technique. _____ 39) _____
 A) negative appeal
 B) humorous appeal
 C) emotional appeal.
 D) celebrity endorsement
 E) fear appeal
- 40) When comparative appeal techniques are used, the product is presented _____ 40) _____
 A) by comparing it to another leading brand.
 B) by comparing consumer lifestyles.
 C) by using a fear technique.
 D) by using TV advertising only.
 E) in the most positive manner.
- 41) Advertisements using a lifestyle appeal are based on _____ 41) _____
 A) geographic data.
 B) demographic data.
 C) family income.
 D) ethnic data.
 E) psychographic data.
- 42) Ads that simply state what the product will do and back it up with information that is easy for the consumer to understand are using the _____ appeal technique. _____ 42) _____
 A) emotional B) lifestyle C) positive D) factual E) simple
- 43) When Maytag develops an ad for Maytag dishwashers which states facts on what the dishwasher will do and is backed up with information for consumers, they are employing a(n) _____ 43) _____
 A) comparative appeal.
 B) negative appeal.
 C) factual appeal.
 D) emotional appeal
 E) lifestyle appeal.
- 44) After creative objectives and creative strategies have been established, the next step in the creative brief is _____ 44) _____
 A) appeal techniques.
 B) advertising objectives.
 C) creative execution.
 D) marketing objectives.
 E) positioning strategy statement.

- 45) Production considerations are addressed in which stage of the creative development process? 45) _____
 A) creative evaluation
 B) creative brief
 C) creative execution
 D) positioning strategy
 E) marketing tactics
- 46) In testimonial advertising, the message and the product are usually presented by 46) _____
 A) a celebrity.
 B) a typical user.
 C) a prominent athlete.
 D) cartoon characters.
 E) actors.
- 47) An endorsement of a product or service is usually presented by an Association or 47) _____
 A) a doctor.
 B) a celebrity.
 C) a demonstration.
 D) actors.
 E) a typical user.
- 48) When a product really wants to drive home an important claim by subjecting itself to extreme 48) _____
 conditions to demonstrate durability, the following execution technique is usually used.
 A) endorsement
 B) product-in-use test
 C) testimonial
 D) comparative
 E) torture test
- 49) Which of the following is NOT a commonly used execution technique? 49) _____
 A) product as hero
 B) sexual appeal
 C) testimonials
 D) product demonstrations
 E) endorsements
- 50) The line "It's everywhere you want to be" appears in all forms advertising and communications for 50) _____
 Visa. This is an example of a(n)
 A) positioning statement.
 B) headline.
 C) tag line.
 D) slogan.
 E) appeal technique.

TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false.

- 51) According to the FCB grid, high involvement products require an informative tone and style in 51) _____
 order to be effective.
- 52) In the communication process, transforming a message into a meaningful format is also called 52) _____
 decoding.

- 53) The ACCA model states that consumers go through a series of stages on the way to taking action. These stages in order are: awareness, conviction, comprehension and action. 53) _____
- 54) According to the ACCA model, in the "comprehension" stage, consumers learn something for the first time. 54) _____
- 55) According to the FCB Grid, low involvement products which are purchased on emotion, should use communications that focus on lifestyle- oriented messages. 55) _____
- 56) The starting point for any new advertising project is the creative brief. 56) _____
- 57) Typically, advertising objectives are qualitative in nature. 57) _____
- 58) When a product reaches maturity, advertising objectives usually shift to attracting new customers. 58) _____
- 59) Brand awareness is a common creative objective for new products. 59) _____
- 60) A statement of the basic selling idea or benefit promised to the consumer is also called a positioning statement. 60) _____
- 61) A statement of the basic selling idea, service or benefit promised by the advertiser is called a Key Benefit Statement. 61) _____
- 62) A substantiation of the promise made in the key benefit statement is called a positioning statement. 62) _____
- 63) The creative strategy is a plan of action for how the message will be communicated to the target audience. 63) _____
- 64) The creative theme or "big idea" is unique for each media option used in a communications plan. 64) _____
- 65) Lifestyle appeals are becoming less popular among advertisers. 65) _____
- 66) Advertisements that use the comparative appeal techniques always make direct comparisons with another brand. 66) _____
- 67) Comparative campaigns are usually undertaken by a "challenger" brand, a brand that ranks behind the category leader in terms of market share. 67) _____
- 68) No matter how good a slogan is, it is changed for each advertising campaign. 68) _____
- 69) Very often, the use of fear and anger are associated with positive appeals. 69) _____
- 70) Although popular with viewers, ads with humorous appeals have been proven to be ineffective. 70) _____
- 71) Emotional appeals can be presented in a positive or a negative setting. 71) _____
- 72) Buick uses Tiger Woods in their commercials. This is an example of a testimonial. 72) _____

SHORT ANSWER. Write the word or phrase that best completes each statement or answers the question.

- 73) Describe the stages in the communications process as it relates to advertising. 73) _____
- 74) List and explain the stages of the ACCA model. 74) _____
- 75) What is the FCB Grid and how is it used in marketing communications? 75) _____
- 76) According to the FCB Grid, what is the best communication strategy for low involvement products purchased on emotional decisions? 76) _____
- 77) What is a creative brief and how is it used? 77) _____
- 78) What is meant by the "big idea"? Explain. 78) _____
- 79) What is the difference between advertising objectives and creative objectives? 79) _____
- 80) How does a factual appeal differ from a negative appeal? 80) _____
- 81) What are the two parts of creative objectives? Illustrate using an example. 81) _____
- 82) List and describe the three elements of a creative strategy. 82) _____
- 83) Explain the importance of the positioning strategy statement to creative strategy. 83) _____
- 84) The textbook discusses several of the more common appeal techniques. List and describe the appeal techniques. 84) _____
- 85) Discuss a brand that uses humorous appeals in their advertising. Is the advertising effective? Why or why not? 85) _____
- 86) How does the testimonial execution differ from celebrity endorsements? 86) _____
- 87) What is the difference between a tag line and a slogan? 87) _____

ESSAY. Write your answer in the space provided or on a separate sheet of paper.

- 88) The textbook discusses several of the more common appeal techniques. Compare and contrast three appeal techniques, using examples to illustrate.
- 89) Explain the various stages of creative planning, discussing how each stage fits together.
- 90) Assess a brand advertising campaign that uses celebrity spokes person. Is the strategy effective?
- 91) Discuss the pros and cons of using a comparative advertising appeal for the following products: beer, cell phones, airlines.

92) Distinguish between creative objectives, creative strategies and creative execution.

Answer Key

Testname: UNTITLED4

- 1) A
- 2) C
- 3) E
- 4) B
- 5) D
- 6) A
- 7) C
- 8) B
- 9) A
- 10) A
- 11) C
- 12) C
- 13) E
- 14) E
- 15) A
- 16) D
- 17) C
- 18) D
- 19) D
- 20) D
- 21) A
- 22) B
- 23) A
- 24) B
- 25) B
- 26) B
- 27) E
- 28) E
- 29) B
- 30) E
- 31) A
- 32) E
- 33) E
- 34) C
- 35) D
- 36) B
- 37) D
- 38) D
- 39) A
- 40) A
- 41) E
- 42) D
- 43) C
- 44) C
- 45) C
- 46) B
- 47) B
- 48) E
- 49) B
- 50) D

Answer Key

Testname: UNTITLED4

- 51) TRUE
- 52) FALSE
- 53) FALSE
- 54) FALSE
- 55) TRUE
- 56) TRUE
- 57) FALSE
- 58) TRUE
- 59) FALSE
- 60) FALSE
- 61) TRUE
- 62) FALSE
- 63) TRUE
- 64) FALSE
- 65) FALSE
- 66) FALSE
- 67) TRUE
- 68) FALSE
- 69) FALSE
- 70) FALSE
- 71) TRUE
- 72) FALSE
- 73) Sender, Encoding, Transmission, Decoding, and Receiver.
- 74) Awareness, comprehension, conviction, action.
- 75) The FCB Grid is a theory of communication which revolves around the degree of involvement the consumer has with a product in the purchase decision-making process. The extent of involvement, described as either high involvement or low involvement, has implications for the development of marketing communications strategy.
- 76) Products in this situation are not expensive, but they make the consumer feel good. There are not many rational reasons for buying these types of products, so it is common for messages to adopt a "feel good" strategy. Lifestyle oriented messages also work well in this situation.
- 77) A creative brief is a document developed by a client organization that contains vital information about the advertising task at hand; it is a useful tool for discussions between client and its advertising agency.
- 78) The big idea or the central theme is the glue that binds the various creative elements together. The theme must be transferable from one medium to another.
- 79) Advertising objectives are based on the problem or goal and include awareness, interest, preference and action. Creative objectives state the information to be communicated to the target audience.
- 80) A negative appeal presents a situation the consumer would like to avoid. A factual appeal is a straightforward, fact based approach.
- 81) Key benefit statement - a statement of the basic selling idea or benefit promised. Support claims statement - a substantiation of the promise made in the key benefit statement.
- 82) Tone and style of the message, the central theme (big idea) and appeal technique.
- 83) The positioning strategy statement indicates the benefits a brand offers, states what the brand stands for and is a reflection of the brand's personality. These are essential inputs by the creative team when it develops the message strategy.
- 84) Positive appeals, negative appeals, humorous appeals, sexual appeals, emotional appeals, lifestyle appeals, comparative appeals, factual appeals.
- 85) Humorous appeals can be effective, however humour can wear off prematurely.
- 86) Testimonial is a technique in which a typical user of the product presents the message. Celebrity endorsement uses celebrities to speak on behalf of the product.

Answer Key

Testname: UNTITLED4

- 87) A tag line is a short phrase that captures the essence of an advertised message. A slogan is a short phrase that captures the essence of an entire advertising campaign; reflects the positioning strategy of the brand and is shown in all ads in all media.
- 88) Positive appeals, negative appeals, humorous appeals, sexual appeals, emotional appeals, lifestyle appeals, comparative appeals, factual appeals.
- 89) Creative planning starts with an assessment of the marketing background and then developing a marketing plan. Key recommendations from all IMC plans are integrated into the marketing plan. The Advertising Plan is usually developed by an advertising agency and it starts with identification of the advertising problem, then the development of an advertising plan (and media plan). The final stage in the creative planning process is the creative plan (which includes creative objectives, strategy and tactics).
- 90) Student answers will vary depending on the celebrity spokesperson chosen. Celebrity endorsements don't always work — but star power often does attract advertisers and an audience. The effectiveness often depends on the match between the brand's target audience and the audience of the celebrity.
- 91) Student answers will vary depending on the product. For a “challenger” brand, showing comparisons where the challenger performs better than the market leader is often convincing — it will make consumers think more about the brand than they currently use. Some of the risks of comparative advertising are: the brand leader may retaliate and the brand that made the comparisons may need adequate financial resources to fight an advertising war. Also, any claims made must not mislead the public — or the market leader can instigate legal proceedings. Critics of the comparative appeal believe a brand should stand on its own merits.
- 92) Creative objectives are statements that clearly indicate the information to be communicated to the target audience and include a key benefit statement and support claims statement. Creative strategy is a statement of how the message will be communicated to the target audience and deals with issues such as the theme, the tone and style of the message. and appeal techniques. In the creative execution stage, specific decisions are made regarding how to best present the message.