



# MARKETSHARE THROUGH MINDSHARE

VOLUME 10 • NUMBER 3

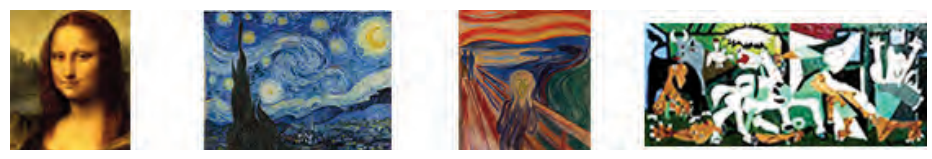
Welcome to Volume 10 Number 3. This issue challenges with a wide gamut of topics, from handbags to heavy metal (literally). Have fun and test your marketing knowledge. Read on!

Published Irregularly, Not Erratically

## Beware of Imitations:

1. The world's most famous and imitated painting according to a recent poll is:

- a. Mona Lisa: Leonardo da Vinci
- b. Starry Night: Vincent Van Gogh
- c. The Scream: Edvard Munch
- d. Guernica: Pablo Picasso



2. The most pirated movie of all time according to a recent poll is:

- a. The Dark Knight
- b. Avatar
- c. The Hangover
- d. Pirates of The Caribbean



3. The most bootlegged music album of all time (and in a separate poll, the greatest bootlegged album of all) is:

- a. Steely Dan "The Last Gaucho"
- b. Beach Boys "Smile"
- c. Led Zeppelin "The Lost Sessions"
- d. The Smiths "Unreleased Demos and Instrumentals"



4. Beware of imitations! The most faked handbag brand is:

- a. Louis Vuitton
- b. Coach
- c. Gucci
- d. Kate Spade



**Heavy Metal!**

**5. World's largest steel company in 2013 with \$56.8 billion in sales is:**

- a. US Steel
- b. Arcelor Mittal
- c. Nucor
- d. Thyssen Krupp



**6. World's largest copper company controlling some 20% of world's copper reserves is:**

- a. BHP Billiton (Australia)
- b. Rio Tinto (Australia)
- c. Grupo Mexico (Mexico)
- d. Codelco (Chile)



**7. World's largest titanium supplier is:**

- a. Sumitomo Corporation (Japan)
- b. DuPont Titanium (USA)
- c. Timet (USA)
- d. Toho Titanium (Japan)



**Sweet Nothings?**

**8. Necco has been a candy maker since 1847 and makes several old fashioned brands, except for which one?**

- a. Candy Buttons
- b. Mary Janes
- c. Mighty Malts
- d. M&Ms



**9. All of these candies date to the 19th century (aren't they a bit stale by now?). Which is the oldest, dating from the 1860s?**

- a. Mary Janes
- b. Squirrel Nut Zippers
- c. Sweethearts
- d. Canada Mints



**10. A recent survey of advertisers indicated that the % of marketing funds designated for building brand awareness versus sales efforts is:**

- a. 20%
- b. 40%
- c. 50%
- d. 60%



**Entertainment:**

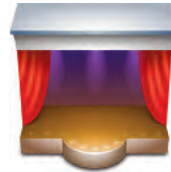
**11. The best selling single song of all time, with some 50 million sold is:**

- a. We Are The World (1985) by USA for Africa
- b. I Will Always Love You (1992) by Whitney Houston
- c. White Christmas (1942) by Bing Crosby
- d. Candle In The Wind (1997) by Elton John



**12. The longest running Broadway show of all time (over 11,000 performances) is:**

- a. Cats
- b. Phantom Of The Opera
- c. A Chorus Line
- d. Grease



**13. The longest running stage play of all time, currently in its 59th year on the London stage is:**

- a. Les Miserables
- b. The Mousetrap
- c. Starlight Express
- d. Cats



**Media:**

**14. Internet usage is expected to grow by \_\_\_% in 2014, putting it well over 3 billion users.**

- a. 78%
- b. 44%
- c. 39%
- d. 18%



**15. What's in a name? The % of people who open emails because of the subject line is \_\_\_?**

- a. 74%
- b. 64%
- c. 44%
- d. 14%



**16. Changing times: In a recent survey, the percentage of B2B vendors shifting their B2B commerce transactions from offline to online is:**

- a. 4.4%
- b. 17.4%
- c. 22.5%
- d. 11.5%



***Congratulations to:***

- **Franklin Square Water District** on the launch of their first website. Designed by Scott Gormley, the new site is at [www.fswd.org](http://www.fswd.org).
- And not to be outdone, **CPC, the Composite Prototyping Center** in Plainview has launched its maiden full website in fulfillment of its mission at [www.compositepro.org](http://www.compositepro.org). The full team included designers Scott Gormley and Liz Wisnieski, and web builders Phil Perlman and Joe McDonald, supervised by Ross Mahler.
- **Retlif Testing Labs** has boldly traveled where few have gone before. The company has received the prestigious Cogswell Outstanding Industrial Security Achievement Award from the Defense Security Service (DSS). Retlif is one of only 40 facilities from over 13,000 defense contractors to receive the honor.



▲ **Jamie Stanco**, President and Founder of Progressive Marketing Group, Inc., is a recognized authority on strategic marketing, messaging, positioning and branding.

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▶ The *ballerina linebacker* symbolizes Progressive Marketing Group, Inc. We pride ourselves on our ability to provide strategic marketing services with the creative finesse of a ballerina and the tactical marketing power of a linebacker.

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**ANSWER KEY**

1) a, 2) b, 3) b, 4) a, 5) b, 6) d, 7) c, 8) d, 9) c, 10) c, 11) c, 12) b, 13) b, 14) b, 15) b, 16) b