



Happy New Year 2010! This issue contains more strategic marketing facts about different marketing vehicles, services, and channels... like branding, beer, and bowls, as in Super Bowl marketing facts. **Enjoy!**

**Branding:** *Beer is one of the biggest product arenas for branding activities.*

**1. The beer brand that is frost-brewed (whatever that means) is:**

- a. Miller
- b. Budweiser
- c. Corona
- d. Coors

**2. The beer originally brewed in 1366 is:**

- a. Stella Artois
- b. Heineken
- c. Budweiser
- d. Bass Ale

**3. The USA's number 1 selling imported beer is:**

- a. Corona Extra
- b. Tsingtao
- c. Amstel Light
- d. Heineken



**4. One of these is NOT a real microbrand beer brand (at least not yet):**

- a. Dogfish Head Snowblower Ale
- b. Lazy Magnolia Reb Ale
- c. Old Speckled Hen
- d. Berserk Ninja Dark Brew

**5. The first beer imported into the USA after Prohibition (April 7, 1933) was:**

- a. Guinness
- b. Corona
- c. Heineken
- d. Becks



*More Branding: Another product category powered by brand is entertainment and leisure.*

**6. The best selling video game to date with 9.4 million units sold is:**

- a. Madden NFL '08
- b. Grand Theft Auto
- c. Halo II
- d. Guitar Hero III



**7. According to a Newsweek projection, by 2015 video games sales could hit:**

- a. \$15 billion
- b. \$25 billion
- c. \$45 billion
- d. \$50 billion

**8. Is Barbie showing some gray? Barbie dolls were launched on March 9,**

- a. 1953
- b. 1959
- c. 1963
- d. 1969



**9. The inspiration for Barbie came from a German doll called:**

- a. Lili Von Shtupp
- b. Lilly Livered
- c. Bild Lilli
- d. Lilly Langtry

**10. Countries are branded too. Can you match the symbol with the country?**



- Poland
- Canada
- New Zealand
- Mexico

**11. Flags are powerful branding elements. Can you name the countries these flags represent?**





## Super Bowl Specials

12. In 2009 the cost of a 30-second on-air Super Bowl commercial averaged:
- \$2.7 million
  - \$3.5 million
  - \$1.6 million
  - \$2.3 million
13. Total 2009 advertising revenue for in-game ads during the Super Bowl totaled:
- \$196 million
  - \$202 million
  - \$275 million
  - \$213 million
14. A 20-year string ends when Pepsi stops Super Bowl advertising in 2010. But another 20-year vet is:
- General Motors
  - Disney
  - Anheuser Busch
  - Time Warner
15. **T/F:** The leading Super Bowl advertiser in 2009 (\$42.5 million) was actually the hosting network itself?
16. The biggest revenue-grossing 2009 TV sports event with nearly \$224 million in sales was:
- NFL Super Bowl
  - Major League Baseball World Series
  - NCAA Basketball Final Four
  - NBA Finals



## Terminology To Know: Look And Learn

- **Anchors:** A hypertext link that specifies the link destination. That can be an image, a PDF, a document, or even a specific place on a document.
- **ARPANET:** An acronym for Advanced Research Projects Agency Network. As the initial packet-switching system, ARPANET (not Al Gore) is the founding father of the Internet.
- **Black Friday:** The huge shopping day immediately after Thanksgiving which begins the Christmas consumer buying season. Originally, **Black Friday** was September 24th because of a stock market panic in 1869.
- **Cybermall:** An electronic site shared by a number of commercial interests.
- **Cyber Monday:** This defines the Monday immediately following Black Friday and unofficially marks the beginning of the Christmas **online shopping** season. The neologism was invented by the **National Retail Federation's** Shop.org division.



- **Firewall:** This refers to security devices or measures that guard a computer network from unauthorized access or unwanted visitors.
- **FTP: (File Transfer Protocol)** This refers to a standard network protocol used to upload, download, and manipulate files over a TCP/IP-based network, such as the Internet.
- **GUI:** Pronounced “goo-ey,” it’s an acronym for Graphical User Interface. This term refers to a software front-end that provides a user-friendly interface between an application and a computer user.
- **POP:** In sales it’s an acronym for Point-of-Purchase. In technology it’s Point-of-Presence, a service provider’s location for connecting to users. This normally refers to the place where people can connect to the provider’s host computer.
- **PPC:** An acronym for Pay Per Click, PPC is an online advertising medium where advertisers bid on keyword phrases. The advertiser only pays if a user clicks through to their site.
- **Wikipedia:** By its own definition, Wikipedia is the free encyclopedia that anyone can edit. There are 3,156,659 articles in English alone...and counting.



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

▶ 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- d, 2- a, 3- a, 4- d, 5- c, 6- b, 7- d, 8- b, 9- c, 10. a-Canada, b-New Zealand, c-Mexico, d-Poland, 11. a- France, b- Italy, c- Germany, d- Belgium, 12- a, 13- d, 14- c, 15. True, 16- b