

# MARKETSHARE THROUGH MINDSHARE

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As we approach the end of 2010, why not take a quick break from the excitement and pressures of business and have a little fun with our latest issue? It contains interesting facts on branding, packaging, best of the best, worst of the worst...and more.

## Welcome Aboard!

PMG recently welcomed a new team member, Mollie Tichy, as Marketing Strategist. Functioning on both PMG's creative and strategic sides, her responsibilities include integrating media tactics, business analysis, research, and marketing plan development.



### Branding? Edibles, sports and consumables are big branding applications.

**1. Three of these oddly named products are real brands. But no one makes...**

- a. Bimbo Sandwich
- b. Bonka Natural Coffee
- c. Plopp Chocolate Caramel Bar
- d. Bilious Burger

**2. Coca Cola doesn't make...**

- a. Sprite
- b. Fresca
- c. Barq's
- d. Canada Dry

**3. Pepsi makes all of these soft drinks except...**

- a. Mug Root Beer
- b. 7-Up
- c. Mountain Dew
- d. Sierra Mist



**4. Forbes recently ranked the value of sports brands (not the team itself).**

**First rated was:**

- a. Dallas Cowboys
- b. Manchester United
- c. New York Yankees
- d. Real Madrid

**5. Match the company with the famous slogan:**

- \_\_\_ Everywhere you want to be
- \_\_\_ Have it your way
- \_\_\_ The quicker picker upper
- \_\_\_ Where do you want to go today
- \_\_\_ Reach out and touch someone



**Packaging:** *What's outside sells what's inside.*

**6. Six packs weren't always known as six packs. Prior to the 1930s they were called:**

- a. Home-Paks
- b. Take-Aways
- c. MultiCartons
- d. Half Dozens

**7. The first pop-top can was introduced in 1963 by:**

- a. Molson Brewing
- b. Pillsbury
- c. Pepsi Co
- d. Schlitz Brewing

**8. Frito-Lay is changing SunChips packaging from a biodegradable, recyclable bag to traditional plastic because:**

- a. the bag decomposed on the shelf
- b. consumers found it to be too noisy
- c. SunChips brand colors wouldn't print accurately
- d. the bag reacted with salt after 90 days exposure



**Best of the Best:** *It's good to be #1.*

**9. According to a recent poll, the company with the top-ranked reputation is:**

- a. Google
- b. Toyota
- c. Microsoft
- d. Berkshire Hathaway

**10. The leader in the "most improved image" category is:**

- a. Ford
- b. Costco
- c. Southwest Airlines
- d. Pepsi Co

**11. Which company is most likely to be recommended?**

- a. Kraft
- b. Johnson & Johnson
- c. McDonald's
- d. Amazon.com



**12. The best marketing spokesperson:**

- a. William Shatner for Priceline.com
- b. Wilfred Brimley for Liberty Medical
- c. George Takei for Sharp Quattron
- d. Howie Long for Chevrolet



**13. The company voted to have the most consistently positive corporate communications is:**

- a. Honda
- b. FedEx
- c. Apple
- d. Nike

**Worst of the Worst:** *It's not so good to be on this list.*



**14. The number one "Worst Product Of All Time" according to a recent poll was:**

- a. Ford Edsel
- b. "New Coke"
- c. Cosmopolitan brand yogurt
- d. Harley Davidson brand perfume
- e. McDonald's Arch Deluxe burger

**15. The "Worst Spokesperson" was recently judged to be:**

- a. Michael Phelps for Corn Flakes
- b. Tiger Woods for several brands
- c. "Flo" for Progressive Insurance
- d. Mr. Six for Six Flags



**16. Which was recently voted "Worst New Product"?**

- a. Wonder Instant Burritos
- b. Keg o' Corn
- c. Individually wrapped peanut butter slices
- d. Maple syrup soda

**17. The industry with the biggest decline in reputation is:**

- a. Travel and Tourism
- b. Technology
- c. Retail
- d. Pharmaceuticals



**Size Matters:** Especially in sales.

**18. The world's biggest retailer is:**

- a. Home Depot
- b. IKEA
- c. Wal-Mart
- d. Costco



**19. No one makes more paper bags than:**

- a. Duro
- b. International Paper
- c. McDonald's
- d. Glad



**20. The world's largest computer manufacturer is:**

- a. Dell
- b. Acer
- c. Toshiba
- d. HP



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

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**ANSWER KEY**

- 1) d, 2) d, 3) b, 4) b, 5) e, a, b, d, c, 6) a, 7) d, 8) b, 9) d, 10) a, 11) d, 12) a, 13) c, 14) a, 15) b, 16) c, 17) d, 18) c, 19) a, 20) d