



## Brand, Brand, Branding!

So much domestic and international commerce in so many industries depends on brand recognition, acceptance and appreciation. After all, branding is one of the most important avenues to customer loyalty. This issue includes some interesting brand-oriented facts...as well as, forgive the pun...food for thought. **Enjoy!**



### Branding & Marketshare

#### 1. The coffee brand with the largest USA marketshare is:

- a. Maxwell House
- b. Folgers
- c. Starbucks
- d. Chock full o' Nuts



#### 2. The tea brand with the largest USA marketshare is:

- a. Lipton
- b. Twinings
- c. Bigelow
- d. Arizona



#### 3. The bottled water brand with the largest USA marketshare is:

- a. Aquafina
- b. Poland Spring
- c. Fiji Water
- d. smartwater



#### 4. The world's largest maker of snack foods is:

- a. PepsiCo
- b. Unilever
- c. General Foods
- d. Heinz



**5. Lays potato chips are known as all of the following except:**

- a. Walkers in the UK and Ireland
- b. Chippy in Egypt
- c. Poca in Vietnam
- d. Shingles in Canada



**6. Mrs. Butterworth's first name is:**

- a. Sugar
- b. Clarice
- c. Maple
- d. Joy



**Personal Products**

**7. The most established brand in this group dating to 1931 is:**

- a. Crest toothpaste
- b. Old Spice deodorant
- c. Head & Shoulders hair care
- d. Clairol hair care



**8. The most established brand in this group dating to 1914 is:**

- a. Covergirl
- b. Oil of Olay
- c. Noxzema
- d. Clearasil



**9. What's the newest product in this group, introduced in 1966?**

- a. Tide detergent
- b. Downy fabric softener
- c. Scope mouthwash
- d. Bounty paper towels



## Make Up & Fashion

**10. One of these famous brands originated in South Africa:**

- a. Covergirl
- b. Oil of Olay
- c. Noxzema
- d. Clearasil



**11. All these brands are named for their founders except:**

- a. Hugo Boss
- b. Duncan Hines
- c. Lacoste
- d. Clairol

**BOSS**  
HUGO BOSS



CLAIROL®

**12. Cybill Shepherd, Sophia Vergara, Ellen Degeneres and Queen Latifah have all modeled for:**

- a. Clinique
- b. Calvin Klein
- c. Gucci
- d. Covergirl



## Business & Manufacturing

**13. The airline serving the most passengers in 2011 was:**

- a. Southwest
- b. Lufthansa
- c. American Airlines
- d. Delta



Lufthansa



DELTA



**14. The largest cargo airline in 2011 was:**

- a. DHL
- b. Lufthansa Cargo
- c. UPS
- d. FedEx



**15. The world's largest factory is Boeing Aircraft in Everett, Washington at:**

- a. 37.5 acres
- b. 66.7 acres
- c. 80.2 acres
- d. 98.3 acres





***Congratulations to The Window Shop Jewelers for their new updated logo. It was a pleasure to redesign an icon!***



***And we are pleased to congratulate longtime friend Stuart Hibberdine GCF for winning the Guild Best Mount Design Award. Stu, who is proprietor of the framing studio Angles-Of-Art, Reading UK won for his framing of Carmine Bee Eaters by artist Eustace Barnes.***



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▶ **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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## ANSWER KEY

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