

Try again once you are ready
Grade received 70%
To pass 80% or higher
Try again

1. Which of the following describes a brand?

1 / 1 point

- ☒ The perception the public has about a business or organization
- ☐ The services a business provides its customers
- ☐ The people that work for a business or organization
- ☐ The things a business sells, like clothing, software, or entertainment

☒ Correct
A brand is how a business or organization is perceived by the public.

2. Which of the following are examples of factors that can influence a brand? Select all that apply.

0.75 / 1 point

☒ Values

☒ Correct
Some factors that can influence a brand include values, culture, and design elements.

☒ Design elements

☒ Correct
Factors that can influence a brand include values, culture, and design elements.

☒ Culture

☒ Correct
Some factors that can influence a brand include values, culture, and design elements.

☒ Internal structure

☒ This should not be selected
The internal structure of the business is unlikely to affect its brand. Some factors that can influence a brand include values, culture, and design elements.

3. Which of the following statements are true about the relationship between branding and marketing? Select all that apply.

0.75 / 1 point

☒ A company can put many resources into a digital marketing strategy, but without a strong brand identity, they will not be memorable.



Correct

It is true that a brand is the foundation of a successful marketing strategy, but digital marketing can also affect the public perception of a brand. Additionally, a company can put many resources into a digital marketing strategy, but without a strong brand identity, they will not be memorable. A company can have great values and amazing products, but they still need marketing to build brand recognition and drive sales.



A brand is the foundation of a successful digital marketing strategy, but digital marketing can also affect public perception of a brand.



Correct

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Correct

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A brand is the only thing needed to drive sales and sell products and services to customers, but many companies use digital marketing when it is unnecessary.



This should not be selected

It is true that a brand is the foundation of a successful marketing strategy, but digital marketing can also affect the public perception of a brand. Additionally, a company can put many resources into a digital marketing strategy, but without a strong brand identity, they will not be memorable. A company can have great values and amazing products, but they still need marketing to build brand recognition and drive sales.

4. Which of the following is the value consumers attribute to one brand's offerings when compared with similar products from another brand?

1 / 1 point



Brand equity



Brand positioning



Brand identity



Brand personality



Correct

Brand equity is the value consumers attribute to one brand's offerings when compared with similar products from another brand. When a brand has positive equity, it means consumers feel good about the brand.

5. As a digital marketer creating an online ad campaign, you ensure the company's ad's aren't placed next to inappropriate or inaccurate content. What is this practice called?

0 / 1 point

- ☐ Brand personality
- ☐ Brand safety
- ☐ Brand positioning
- ☒ Brand equity

⊗ Incorrect
Brand equity is the value consumers attribute to one brand's offerings when compared with similar products from another brand. Brand safety refers to keeping a brand's reputation safe when they advertise online. Another practice of brand safety is to ensure no copyrighted materials are used without permission.