



Happy New Year 2012: A time of renewal, resolutions and expectations! This issue of MTM contains more strategic marketing facts about branding and marketing vehicles, services and channels. How many will you answer correctly? Please enjoy the challenge and the information, and from all of us at PMG, have a most happy, healthy and prosperous 2012!



Marketing & Branding

1. One of these wines is NOT a real brand:

- a. Fat Bastard Shiraz
- b. Le Vin De Merde
- c. Oops Cheeky Little Red
- d. Yuk Yuk Cabernet

2. One of these products is NOT a real brand:

- a. Black Bush liquor
- b. Coolpis soft drink
- c. Fiddle Faddle popcorn
- d. Cousin Edgar's Tasty Tater Tots



3. The USA's fastest growing snack food type in terms of sales is:

- a. Green bean chips
- b. Pork rinds
- c. Pea & carrot chips
- d. Beef jerky rinds



4. In England, potato chips are called:

- a. Spud socks
- b. French fries
- c. Potato crisps
- d. Taterinos

5. In 2010, the world's leading potato producing country was:

- a. China
- b. USA
- c. Ireland
- d. Canada



6. Only one of these 4 is an actual old-time soda brand:

- a. Big Barry's Birch Beer
- b. Cuban Dry
- c. Parrot Punch
- d. Godfrey Daniel Cola



New Media

7. The most prevalent use (64%) of outgoing text message marketing is:

- a. Alerts & reminders
- b. Coupons
- c. Promotions or sweepstakes
- d. Surveys & polls



8. QR codes are least prevalently used on:

- a. Print magazines
- b. Social media
- c. Direct mail
- d. Product packaging



9. QR codes most frequently lead customers to:

- a. Opt-in or registration
- b. Surveys
- c. Product information
- d. Coupons

10. From a recent survey, the leading reason why people aren't using mobile marketing was:

- a. Unsure how to start
- b. Lack of time
- c. Lack of manpower
- d. Cost of program

Black Friday & Cyber Monday

11. The percentage of Black Friday shoppers waiting at midnight for stores to open was:

- a. 31%
- b. 44%
- c. 20%
- d. 24%



12. Totals for 2011 Cyber Monday online sales set a new record:

- a. \$1.25 billion
- b. \$2.7 billion
- c. \$3.5 billion
- d. \$4.4 billion



13. The Cyber Monday online sales jump represented an average increase of:

- a. 11%
- b. 22%
- c. 33%
- d. 44%

14. The cost of the average Cyber Monday order rose 2.6% to:

- a. \$193.24
- b. \$104.65
- c. \$99.85
- d. \$76.75

More Media

15. The oldest continuously published Top 100 circulation magazine, founded in 1872 is:

- a. National Geographic
- b. Popular Mechanics
- c. Popular Science
- d. Field & Stream



16. Game 7 of the 2011 St. Louis Cardinals-Texas Rangers World Series was watched by how many Americans?

- a. 88.6 million
- b. 51.2 million
- c. 25.4 million
- d. 19.7 million



17. In St. Louis, the percentage of homes watching Game 7 of the World Series was:

- a. 89%
- b. 77%
- c. 70%
- d. 62.5%

18. The non-religious magazine with the largest circulation (23.7 million) is:

- a. AARP Magazine
- b. Reader's Digest
- c. Better Homes and Gardens
- d. National Geographic



Catalog Sales

19. The oldest of these famous catalog sales companies, founded in 1848, is:

- a. Hammacher Schlemmer
- b. Whole Earth
- c. Sears
- d. LL Bean



20. Only one of these famous catalogs has won a National Book Award (1968):

- a. Hammacher Schlemmer
- b. Whole Earth
- c. Sears
- d. LL Bean



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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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(631) 756-7160
www.pmgstrategic.com

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ANSWER KEY

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