



Enjoying the summer heat and sunshine?

Relax and have a little fun with this issue. It contains strategic marketing facts about branding, media and more. **Enjoy!**

Branding: *Not too many things are bigger brands than automobiles, cereal and jeans.*

1. Mercedes has been a registered brand name since:

- a. 1895
- b. 1902
- c. 1919
- d. 1922



Mercedes-Benz

2. Gottlieb Daimler sold his first gas-powered auto to:

- a. Sultan of Morocco in 1899
- b. Kaiser Wilhelm II in 1914
- c. William McKinley in 1905
- d. King George VI in 1911
- e. Henry Ford in 1900

3. The best-selling car brand of all time, as of 2009, is:

- a. Ford Escort
- b. Chevy Impala
- c. VW Beetle
- d. Toyota Corolla



4. The Kellogg's Corn Flakes brand was launched in:

- a. 1879
- b. 1898
- c. 1907
- d. 1927

Kellogg's

5. The first blue jeans were known as:

- a. Pantaloons
- b. Slacks
- c. Waist overalls
- d. Bippies



6. Before they became famous Levi's 501 Jeans were called:

- a. Highpockets
- b. Gold Rush overalls
- c. Knickers
- d. XX

7. The word dungaree meaning "coarse undyed calico fabric" is from:

- a. Dongari Killa region of India
- b. African dung beetle
- c. Lisbon, Portugal
- d. Shanghai, China

More Branding: *Few board game brands are more famous than Monopoly.*

8. Monopoly is the best-selling board game of all. Monopoly's identity "mascot" is:

- a. Mr. Tophat
- b. Uncle Chance
- c. Mr. Moneypenny
- d. Rich Uncle Pennybags



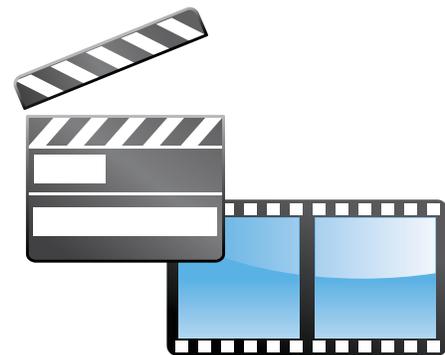
9. Monopoly's game board is actually based on streets in:

- a. Boston
- b. New York City
- c. Atlantic City, NJ
- d. Providence, RI

Media and Branding: *The perfect compliment.*

10. The only \$2 billion grossing film (actually \$2.7 billion) is:

- a. Avatar
- b. The Dark Knight
- c. The Lion King
- d. The Matrix
- e. Titanic



11. Gone With the Wind was the biggest grossing movie for years after its 1939 debut. Scarlett's original name was to be:

- a. Henrietta O'Hare
- b. Pansy O'Hara
- c. Verabelle Thomas
- d. Clara Barton

12. In 1980 she starred in a famous Calvin Klein Jeans TV spot...
"Nothing comes between me and my Calvins."

- a. Valerie Bertinelli
- b. Natalie Wood
- c. Candace Bergen
- d. Brooke Shields



13. The top rated Blog is:

- a. The Huffington Post
- b. Gizmodo
- c. TechCrunch
- d. Boing Boing

14. The #1 ranked social media network (1.2 billion monthly visits) is:

- a. LinkedIn
- b. Myspace
- c. Twitter
- d. Facebook



15. PMG is naming and branding a new yogurt product.

The name Dannon, an Americanized version of Danone, originated in:

- a. London
- b. Vienna
- c. Moscow
- d. Barcelona

GOING GREEN



PMG instituted a Going Green Policy and simply by duplex printing and copying on our Canon ImageRunner 5185, we've saved over 6,000 sheets of paper to date. 12 reams. Not a tree, but a start.



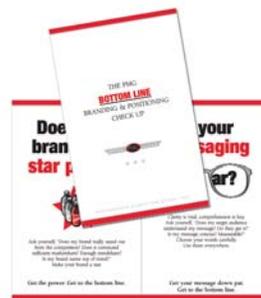
SUNATION Solar Systems...Long Island's leading solar installer has celebrated its 400th solar panel installation as well as the opening of an eco-friendly showroom in Southampton. Contact SUNATION for information on sustainable solar energy at **631-750-9454**.

Terminology: *Look and Learn*

- **Brand Essence:** Generally, this consists of a series of thoughts, phrases or words that capture a brand's core essence or spirit and express it as a core value. Brand essence is the governing vision that defines a brand.
- **Brand Loyalty:** How strong is the preference for one brand versus similar brands? How strong is the preference compared to other options? Brand loyalty is measured through different disciplines, e.g., original versus repeat purchases, customer behavior patterns, price sensitivity, etc.
- **Brand Persona:** Brand persona is the image (or identity) of a brand expressed in human characteristics. It usually includes a brand's differentiating and readily identifiable characteristics, especially those that are consistent and exhibit predictable messaging.
- **Brand Relevance:** How does any brand impact its audience? Brand relevance refers to the effective registration of a brand's attributes, identity and persona on the needs and desires of its target audiences.
- **Brand Tribe or Brand Team:** This is a group of consumers or users who share the same appreciation, passion and loyalty for a given brand. Brand tribes are strong drivers of strengths for many brands like Apple, Coca Cola, BMW, Nike, and Qantas. D'Addario guitar strings is a music industry example. Tribes can be organized or informal, domestic or international.



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