



Here's the latest Marketing Quiz to test your knowledge and provide you with a little fun. This issue's topics include various kinds of media and a couple of oddball stats. **Enjoy!**



Social Media

1. The most popular Facebook "personal brand" with 20+ million fans is:

- a. Justin Bieber
- b. Ashton Kutcher
- c. Lady Gaga
- d. Katy Perry

2. Other than the USA, the nation with the largest Facebook user community is:

- a. Indonesia
- b. India
- c. Germany
- d. The United Kingdom

3. The most engaged Facebook fans belong to:

- a. American Airlines
- b. Apple
- c. Audi
- d. Amazon

4. There are more than _____ searches on Twitter daily.

- a. 150 million
- b. 400 million
- c. 500 million
- d. 600 million



5. The very first YouTube video ever loaded was:

- a. April 23, 2000 "Happy Birthday Shakespeare"
- b. April 1, 2001 "April Fools"
- c. April 23, 2005 "Me At The Zoo"
- d. April 15, 2006 "Happy Tax Day For All"



Best Selling Brands

6. The best selling global brand as of September 2011 is:

- a. Coca Cola
- b. McDonalds
- c. Disney
- d. General Electric

7. Of these Top 10 global brands, the best selling one is:

- a. HP
- b. Google
- c. IBM
- d. Apple

8. The world's best selling Top 100 brand NOT based in the USA is:

- a. IBM
- b. Oracle
- c. Accenture
- d. Kellogg's

9. The 2011 Top 50 brand with the biggest positive sales change (+58%) is:

- a. Apple
- b. Ebay
- c. Amazon
- d. Samsung

10. The 2011 Top 50 brand with the biggest negative sales change is:

- a. Nintendo
- b. Sony
- c. Nokia
- d. Microsoft



Famous Products

11. The watch voted the "world's most famous" watch brand is:

- a. Movado
- b. Breitling
- c. Tag Heuer
- d. Rolex



Mobile Media

12. The % of US mobile users who scanned QR codes in June 2011 is _____:
- 3%
 - 6%
 - 16%
 - 22%



Media

13. The first TV broadcast of a baseball game (Dodgers vs. Reds) was in:
- 1927 the day Lindbergh landed in Europe
 - 1932 when FDR took office
 - 1939 at the NY World's Fair
 - 1950 World Series game one
- PS: Thanks to Inside Pitch's Andy Esposito for this question.*



14. In 2011, worldwide digital advertising investment climbed to _____% of the total advertising dollars spent.
- 7%
 - 17%
 - 27%
 - 37%



15. The Interactive Advertising Bureau reported that 2011 display ad revenues increased ____% over a similar period in 2010.
- 7%
 - 17%
 - 27%
 - 37%

16. The Top network non-sports series watched by men 18-34 is:
- American Idol
 - Family Guy
 - The Simpsons
 - House

17. The least watched show of the 2010 TV season was:
- Sons of Tucson
 - The Good Guys
 - Dollhouse
 - Blue Bloods

18. The highest paid radio personality today is:
- Don Imus
 - Howard Stern
 - Rush Limbaugh
 - Mike Francesa





What's In A Name?

19. 2010's most popular baby names according to the US Social Security Administration are:

- a. Ethan & Sophia
- b. Daniel & Madison
- c. Jayden & Olivia
- d. Jacob & Isabella

Miscellaneous

20. According to Spirit Halloween, the nation's largest Halloween retailer, this year's top selling costume is a mask of:

- a. Green Lantern
- b. Jersey Shore's Nicole "Snooki" Polizzi
- c. Charlie Sheen
- d. Angry Birds



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ANSWER KEY

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