



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. Chipsy 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



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



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.



Make sure to join entrepreneur extraordinaire Rob Basso at his book signing event June 6, 2012 at Book Revue, 313 New York Avenue in Huntington 7:00 - 9:00. Everyone should read "The Everyday Entrepreneur" as there's never a dull moment with Rob!



Strategic marketing can make a difference in your business.

Call us at (631) 756-7160 to discuss which strategies will work best for your organization.

YouTube
Check out our
YouTube Channel



▲ **Jamie Stanco**, President and Founder of Progressive Marketing Group, Inc., is a recognized authority on strategic marketing, messaging, positioning and branding.


Like us on Facebook!

▶ 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.

(631) 756-7160
www.pmgstrategic.com

All logos and trademarks are property of their respective owners. Information contained herein is proprietary and may not be used or reproduced, in whole or in part, without the express written consent of Progressive Marketing Group, Inc. ©2012 Progressive Marketing Group, Inc. All rights reserved.

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