

1

All of the following were mentioned as creative necessities EXCEPT:

(A) Coupon integration

<https://selldocx.com/products>

[/test-bank-advertising-media-planning-a-brand-management-approach-4e-kelly](#)

(B) Motion

Answer:

(D) Budget

(C) Demonstration

Feedback: Chapter 11

(D) Budget

(E) Visuals

2

An area that reflects those counties with the dominant share of viewing is known as:

(A) Designated market area

(B) Metro survey area

Answer:

(C) Area of dominant influence

(C) Area of dominant influence

(D) Total survey area

Feedback:

Chapter 8

(E) None of the above

3

A _____ is a television market made up of counties that achieve the largest market share.

(A) MSA

(B) MSR

Answer:

(C) DMA

(C) DMA

Feedback: Chapter 8

(D) DMR

(E) DSA

4

According to the Geography lecture, a group of people living in a certain geographic area who are likely to buy a given product or brand is referred to as:

(A) Spot area

Answer:

(B) Market

(B) Market

Feedback: Chapter 8

(C) DSA

(D
) City

(E) Metroplex

5

A _____ is a fictitious person that embodies the characteristics of the group being targeted by the campaign.

(A) Target group

(B) Target persona

(C) Target audience

(D
) Target market

(E) None of the above

Answer:

(B Target persona
)

Feedback: Chapter 7

6

All of the following are key tools for assessing target audience characteristics EXCEPT:

(A) MediaMark Research Inc.
(MRI)

(B) Spectra

(C) Prizm

(D
) SRDS

(E) Nielsen

Answer:

(D) SRDS

Feedback: Chapter 7

7

This type of targeting is very common in the digital world and focuses on how consumers are acting in the marketplace:

(A) Behavioral targeting

(B) Binary targeting

(C) Lifestyle marketing

Answer:

(A Behavioral targeting
)

Feedback: Chapter 7

(D
) Geographic targeting

(E) None of the above

8

When media planners consider the geographic location for their campaign, they are deciding on what _____ to focus on.

(A) Target group

(B) Target market

(C) Target audience

(D
) Target location

(E) None of the above

Answer:

(B
) Target market

Feedback: Chapter 7

9

The Gap has decided to divide their target market based on purchase behavior such as usage, volume, or purchase occasion. This type of strategy would be characterized as:

(A) Niche marketing

(B) Behavioral targeting

(C) Lifestyle marketing

(D
) Geographic targeting

(E) None of the above

Answer:

(B
) Behavioral targeting

Feedback: Chapter 7

10

S. C. Johnson & Son, the manufacturer of Raid Bug Spray, relies on advertising to promote cockroach killer in Houston and New York cities, where roaches are endemic, and flea spray in Tampa and Birmingham cities, where fleas are common. Johnson is using a _____ segmentation strategy.

(A) Demographic

(B) Psychographic

(C) Behavioral

(D
) Geographic

(E) None of the above

Answer:

(D
) Geographic

Feedback: Chapter 7

11

To insure that your SWOT analysis is thorough it should contain both _____ and communication elements.

(A) Message

(B) Media

(C) Marketing

(D) Money

(E) None of the above

Answer:

(C Marketing
)

Feedback: Chapter 6

12

In order to prepare a relevant SWOT analysis, you should always start with this in mind:

(A) An executive summary

(B) An objective

(C) A business plan

(D) A media mix

(E) None of the above

Answer:

(B An objective
)

Feedback: Chapter 6

13

In the SWOT analysis, opportunities are considered to be what type of factor:

(A) External

(B) Explicit

(C) Implicit

(D) Internal

(E) None of the above

Answer:

(A External
)

Feedback: Chapter 6

14

In the SWOT analysis, threats are considered to be what type of factor:

Answer:

(A) External

(B) Explicit

(C) Implicit

(D) Internal

(E) None of the above

(A) External

Feedback: Chapter 6

15

A numerical display showing geographic or demographic areas of a brand's relative strength or weakness of sales is referred to as:

(A) Category development index (CDI)

(B) Brand development index (BDI)

(C) Brand opportunity index (BOI)

(D) Brand sales index (BSI)

(E) None of the above

Answer:

(B) Brand development index (BDI)

Feedback: Chapter 8

16

A brand exhibiting a low CDI but high BDI should be monitored for:

(A) Good market potential

(B) Low market share

(C) Poor market potential

(D) Declining sales

(E) None of the above

Answer:

(D) Declining sales

Feedback: Chapter 8

17

When it comes to new brand introductions the industry practice is to project ad spending based on _____ year market predictions.

(A) First

(B) Second

(C) Third

Answer:

(B) Second

Feedback: Chapter 10

(D) Fourth
)

(E) None of the above

18

The _____ is the percent of total media dollars spent in each category.

(A) Share of spending

(B) Share of voice

(C) Share of competition

(D) Share of market
)

(E) None of the above

Answer:

(A) Share of spending
)

Feedback:

Chapter 10

19

The _____ takes into account actual impressions delivered as a percent of total impressions - i.e. the delivery is considered in addition to the amount spent.

(A) Share of spending

(B) Share of voice

(C) Share of competition

(D) Share of market
)

(E) None of the above

Answer:

(B) Share of voice
)

Feedback:

Chapter 10

20

Nielsen's Ad Views is popular among packaged goods marketers because, in addition to tracking advertising, they also track:

(A) Sweepstakes

(B) Sampling

(C) Free standing inserts (FSIs)

(D) In-store promotions
)

(E) Coupons

Answer:

(C) Free standing inserts (FSIs)
)

Feedback:

Chapter 10

21

CMR is a national media tracking tool and the acronym stands for:

- (A) Competitive market reporting
- (B) Competitive media reporting
- (C) Complete media reporting
- (D) Complete market reporting
- (E) None of the above

Answer:

(B) Competitive media reporting

Feedback:

Chapter 10

22

The process of analyzing media placement and strategies used by the competition is known as:

- (A) Share of voice analysis
- (B) Share of market analysis
- (C) Competitive media expenditure analysis
- (D) Competitive share of advertising analysis
- (E) None of the above

Answer:

(C) Competitive media expenditure analysis

Feedback:

Chapter 10

23

To determine advertising start dates, you must analyze all of the following EXCEPT:

- (A) Consumer buying patterns
- (B) Creative messaging
- (C) Competitive advertising
- (D) Client budget
- (E) Preferred waves or other advertising patterns

Answer:

(B) Creative messaging

Feedback:

Chapter 9

24

A broadcast calendar is based on the number of _____ in a given

month.

- (A) Mondays
- (B) Fridays
- (C) Wednesdays
- (D) Saturdays
- (E) Sundays

Answer:

(E) Sundays

Feedback: Chapter 9

25

By law, _____ get the lowest media rates offered by a media outlet along with the first rights to the advertising inventory.

- (A) Non-profit organizations
- (B) Political candidates
- (C) Religious organizations
- (D) US government
- (E) None of the above

Answer:

(B) Political candidates

Feedback: Chapter 9

26

Media costs tend to be the most expensive during which quarter of the year?

- (A) First quarter
- (B) Second quarter
- (C) Third quarter
- (D) Fourth quarter
- (E) Prices are equal across all four quarters

Answer:

(D) Fourth quarter

Feedback: Chapter 9

27

Based on there being 52 weeks in the year, most advertising is purchased in _____ week flights.

Answer:

(A) 13

Feedback: Chapter 9

- (A) 13
- (B) 10

(C) 17

(D) 26

(E) 52

28

There are three basic ways to view timing relative to the consumer's purchase of the brand, including all of the following EXCEPT:

(A) Pre-need

(B) During-need

(C) At-need

(D) Post-need

(E) All of the above are correct

Answer:

(B) During-need

Feedback: Chapter 9

29

When you have distribution in at least _____ or more of the national markets, buying media at the local level rarely makes sense.

(A) 25% or 1/4

(B) 33% or 1/3

(C) 50% or 1/2

(D) 66% or 2/3

(E) None of the above

Answer:

(D) 66% or 2/3

Feedback: Chapter 8

30

In the SWOT analysis, weaknesses are considered to be what type of factor:

(A) External

(B) Explicit

(C) Implicit

(D) Internal

(E) None of the above

Answer:

(D) Internal

Feedback: Chapter 6

31

In the SWOT analysis, strengths are considered to be what type of factor:

(A) External

(B) Explicit

(C) Implicit

(D) Internal

(E) None of the above

Answer:
(D) Internal

Feedback: Chapter 6

32

In a _____ plan, advertising is one of many solutions, whereas in a _____ plan, advertising is the only solution.

(A) Media / Communication

(B) Media / Marketing

(C) Communication / Media

(D) Marketing / Media

(E) None of the above

Answer:
(C) Communication / Media

Feedback: Chapter 3

33

The communication plan should always begin with:

(A) Executive summary

(B) List of media vehicles

(C) Outline

(D) Research

(E) None of the above

Answer:
(C) Outline

Feedback: Chapter 3

34

Earned media is in high demand because it generates brand buzz for no _____.

(A) Time

(B) Pressure

Answer:
(C) Cost

Feedback: Chapter 2

- (C) Cost
- (D) Relationship
- (E) None of the above

35

Two broad categories exist for paid media. In _____ media, the media provide content to consumers with a revenue model that is primarily based on advertising.

- (A) Consumer supported
- (B) Advertising supported consumer content
- (C) Advertising connections
- (D) Advertising supported brand content
- (E) None of the above

Answer:

(B) Advertising supported consumer content

Feedback:

Chapter 2

36

In this type of media, the brand controls the channel completely.

- (A) Paid media
- (B) Owned media
- (C) Earned media
- (D) Shared media
- (E) None of the above

Answer:

(A) Paid media

Feedback:

Chapter 2

37

All of the following are examples of OWNED media except:

- (A) Company website
- (B) Publicity
- (C) Social media pages
- (D) Company event

Answer:

(B) Publicity

Feedback:

Chapter 2

(E) Company blog

38

In this type of media, consumers or companies become the actual channel.

(A) Paid media

(B) Owned media

(C) Earned media

(D) Shared media

(E) None of the above

Answer:

(C) Earned media

Feedback: Chapter 2

39

In this type of media, the advertiser pays to leverage the channel.

(A) Paid media

(B) Owned media

(C) Earned media

(D) Shared media

(E) None of the above

Answer:

(A) Paid media

Feedback: Chapter 2

40

A type of spending that focuses on planning through the lens of the consumer is known as:

(A) Above the Line (ABL)

(B) Below the Line (BTL)

(C) Through the Line (TTL)

(D) In the Line (ITL)

(E) None of the above

Answer:

(C) Through the Line (TTL)

Feedback: Chapter 1

41

Spending that is non-mass media related including sales promotion, PR, events, etc. would be classified as what type of expense:

Answer:

(A) Above the Line (ABL)

(B) Below the Line (BTL)

(C) Through the Line (TTL)

(D) In the Line (ITL)

(E) None of the above

(B) Below the Line (BTL)

Feedback:

Chapter 1

42

Capital expenses such as spending on media and spending through ad agencies are considered what type of support:

(A) Above the Line (ABL)

(B) Below the Line (BTL)

(C) Through the Line (TTL)

(D) In the Line (ITL)

(E) None of the above

Answer:

(A) Above the Line (ABL)

Feedback:

Chapter 1

43

The evolution of media planning has taken many brands from a _____ strategy to a _____ strategy.

(A) Omni Channel / Multi Media

(B) Multi Media / Omni Channel

(C) Multi Media / Multi Channel

(D) Multi Channel / Multi Media

(E) None of the above

Answer:

(C) Multi Media / Multi Channel

Feedback:

Chapter 1

44

Touchpoints are where the brand reaches the consumer with an advertising message – this is also referred to as:

(A) Content

(B) Contact

(C) Interaction

Answer:

(B) Contact

Feedback: Chapter 1

(D Connection
)

(E) None of the above

45

The key development influences behind a media plan include all of the following EXCEPT:

(A) Overall advertising strategy

(B) Creative messaging

(C) Advertising objectives

(D Distribution
)

(E) Execution

Answer:

(D Distribution
)

Feedback: Chapter 3

46

The _____ links the marketing objectives and strategies to the communication objectives and strategies.

(A) Situation analysis

(B) Executive summary

(C) Media objectives

(D Media strategy
)

(E) Conclusions

Answer:

(B Executive summary
)

Feedback: Chapter 3

47

Generally speaking, brand strategies boil down to increasing brand penetration and _____.

(A) Social media engagement

(B) Earned media

(C) Buy rates

(D Owned media
)

(E) None of the above

Answer:

(C Buy rates
)

Feedback: Chapter 5

48

The media plan should support the communication and marketing strategy as well as the overall _____.

- (A) Business plan
- (B) Distribution plan
- (C) Product plan
- (D) Marketing media
- (E) None of the above

Answer:

(A) Business plan

Feedback: Chapter 5

49

In the book, three roles of communication are specifically outlined. Which one of the following statements IS NOT a role of communication:

- (A) Communication can help increase awareness of a brand
- (B) Communication can help change attitudes or perceptions of a brand
- (C) Communication can help change distribution channels for a brand
- (D) Communication can help associate the brand with a specific image
- (E) All of the above are communication goals from the book

Answer:

(C) Communication can help change distribution channels for a brand

Feedback: Chapter 5

50

Media planning is the coordinated effort behind:

- (A) Price
- (B) Product
- (C) Place
- (D) Promotion
- (E) None of the above

Answer:

(D) Promotion

Feedback: Chapter 5

51

Media spending typically accounts for roughly _____ or more of the total

budget.

(A) 0.7

(B) 0.8

(C) 0.6

(D) 0.5
)

(E) None of the above

Answer:

(B) 0.8

Feedback: Chapter 5

52

Media planners must have a variety of skills and are often thought of as all of the following EXCEPT:

(A) Part marketers

(B) Part behavior scientists

(C) Part visual artists

(D) Part negotiators
)

(E) Part researchers

Answer:

(C) Part visual artists
)

Feedback: Chapter 5

53

This type of objective deals with overall sales goals and is expressed in terms of sales levels, revenue, or sales shares,

(A) Media objective

(B) Advertising objective

(C) Marketing objective

(D) Corporate objective
)

(E) None of the above

Answer:

(C) Marketing objective
)

Feedback: Chapter 4

54

Media objectives should always include: target market, reach / frequency / continuity, seasonality / timing, and _____.

(A) Visuals

(B) Geography

Answer:

(B) Geography
)

Feedback: Chapter 4

(C) Budget

(D) Sales

(E) Distribution

55

All of the following are characteristics of objectives EXCEPT:

(A) Quantifiable

(B) Consistent with other goals and objectives

(C) Uses infinitive form of a verb

(D) Consistent with earned media

(E) Consistent with message strategy

Answer:

(D) Consistent with earned media

Feedback:

Chapter 4

56

The three stages of planning include: (1) objectives and goals, (2) strategies, and (3) _____.

(A) Measurements

(B) Feedback

(C) Tactics

(D) To do Lists

(E) None of the above

Answer:

(C) Tactics

Feedback: Chapter 4

57

Advertising media are _____, not _____.

(A) Strategies, objectives

(B) Tactics, strategies

(C) Objectives, strategies

(D) Strategies, tactics

(E) None of the above

Answer:

(A) Strategies, objectives

Feedback:

Chapter 4

58

The _____ is a schematic of the media plan illustrated in one page.

- (A) Budget
- (B) Calendar
- (C) Flowchart
- (D) Objectives chart
- (E) None of the above

Answer:

(C) Flowchart

Feedback: Chapter 3

59

When thinking of the Five M's, _____ refers to who we are trying to reach with the campaign.

- (A) Medium
- (B) Markets
- (C) Measurement
- (D) Money
- (E) Messages

Answer:

(B) Markets

Feedback: Chapter 3

60

Measuring media effectiveness is done with all of the following variables EXCEPT:

- (A) Reach
- (B) Influence
- (C) Frequency
- (D) Efficiency
- (E) Continuity

Answer:

(E) Continuity

Feedback: Chapter 1