

Marketing Quiz – Questions

Ben's Game

1. Who used the tag line "For your throats sake smoke"?
2. The 2013 John Lewis Christmas advert cost £1m to make and £6m in airtime. How many times was it shown in full?
3. What is the hidden message in this logo?

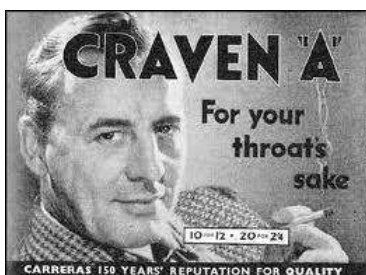


4. What is this?



The Answers

1. Craven A, cigarettes



2. Once
3. It's not smile, it is 'everything from A to Z'
4. A vacuum cleaner – not a Hoover (a hoover is a brand name)

Emma's Game

1. Can you guess which companies these old logos refer to?

a)



b)



2. What colour is the Sky logo?

3. Who uses this strapline?

"Think different"

The Answers

1. a) Mozilla Firefox b) Siemens

2. It's transparent!



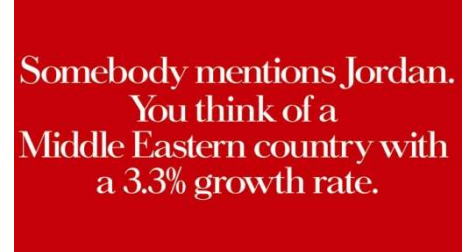
3. Apple

Louise's Game

1. Who got banned from the world cup in South Africa?

2. Whose series of adverts are these?

a)



b)



3. What does this brand sell?



The Answers

1. Bavaria

2. a) The Economist b) Virgin

3. An experience!