**TRUE/FALSE (5 questions)**

**Indicate whether the following sentences or statements are true or false.**

| 1. | \_\_\_T\_\_\_\_ | The definition of advertising is ever changing as new advertising methods emerge. |
| --- | --- | --- |
| 2. | \_\_\_T\_\_\_\_ | Investing in advertising helps businesses communicate information about their products and services, increase awareness, influence brand perceptions, and encourage purchase decisions. |
| 3. | \_\_\_F\_\_\_\_ | All businesses should advertise, regardless of the cost. |
| 4. | \_\_\_F\_\_\_\_ | Earned advertising is when a business pays for advertisement placement in front of a target audience. |
| 5. | \_\_\_T\_\_\_\_ | Owned advertising refers to communications channels that are owned and controlled by a business or brand. |

## MULTIPLE CHOICE (5 questions)

**Identify the letter of the choice that best completes the statement or answers the question.**

\_\_\_B\_\_\_\_1. \_\_\_\_\_\_\_\_\_\_ ​​is considered a key “advertising” channel for many brands because it can be an effective way to tell the product or service’s story in an authentic, organic way.

a. Billboards b. Public Relations (PR)

c. TV Commercials d. Sponsored posts

\_\_\_D\_\_\_\_ 2. Which of the following is an advertising channel?

a. Outdoor / OOH (Out of home) b. Social media

c. Banner and video ads d. All of the above

\_\_\_\_D\_\_\_ 3. Businesses advertise to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

a. Sell products and services b. Influence brand perceptions

c. Encourage purchase decisions d. All of the above

\_\_\_\_A\_\_\_ 4. Which of the following is not a type of advertising?

a. Shown b. Owned

c. Paid d. Earned

\_\_\_\_D\_\_\_ 5. Which of the following is an example of earned advertising?

a. Social media conversation around a brand b. Word of mouth

c. Forum discussion about a product or service d. All of the above

## SHORT ANSWER (2 questions)

1. List three examples of paid advertising.

* A TV commercial that runs during the Super Bowl
* A banner ad that displays on your computer or phone
* An audio commercial that is placed on a podcast or radio station
* A billboard advertisement on the side of a busy highway
* Affiliate advertising (when a publisher, which could include bloggers, writers, and influencers, earns a commission by promoting a product or service on their platform)

2. List three benefits of an effective advertising strategy.

* Assist in the increase in sales
* Brand building
* Create or change company/brand image
* Associate a brand with positive feelings and emotion
* Establish and maintain positive public perceptions
* Create product/service and brand awareness