SECTION 4 QUIZ

Brand

Answer first, then check the key on the last page. The same questions are in the Udemy quiz and in the agenda.

1. Which condition is where protecting the brand starts?

A. Legal protection: registering the name, crest and other signs
B. A purpose beyond the pitch
C. Revenue mainly from sport
D. Accessibility

2. Who builds the brand of a sports organization?

A. Only the president
B. Only the marketing department
C. Everyone in the organization
D. Only the players

3. What is brand equity?

A. The price of the crest design
B. The number of followers
C. The value the brand adds to everything the organization sells
D. The sponsor's budget

4. Where does a brand's strength come from?

A. The fit between the external symbols and the internal essence
B. The number of sponsors
C. The size of the stadium
D. A new logo every few years

5. In a fast-changing world, the brand works like…

A. A price list
B. A trophy cabinet
C. A wall
D. A compass

6. Which is one of the nine positioning categories?

A. Volume
B. Price
C. Location
D. Heritage

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7. What are the three pillars of the brand health check?

A. Awareness, perceived value, loyalty
B. Followers, likes, shares
C. Logo, colours, slogan
D. Tickets, shirts, sponsors

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ANSWER KEY

1. A — A crest that is not registered can be printed by anyone, on anything.

2. C — From the president to the steward at the gate: every person cultivates the brand through what they do and say.

3. C — The difference between a plain shirt and the same shirt with your crest; it flows into every revenue source.

4. A — A brand is built from the inside out; when what you show contradicts what you say you are, it loses strength.

5. D — Symbols and formats can change; the essence points north and keeps the direction.

6. D — Entertainment, community, victory, heritage, outsider, development, cause, innovation, global.

7. A — Scored 1–5; perceived value on six dimensions, loyalty in five groups, as attitude and behaviour.