Media Advertising Final Exam

[Name of the Writer]

[Name of the Institution]

**Media Advertising Final Exam**

1. Who said, “ We’re in the idea business, because ideas will be the currency of the

21st century”;

a. James Webb

**b. Roy Spence**

c. Luke Sullivan

d. Steve Hayden

2. According to Terrence Poltrack, the process of coming up with the big idea is:

**a. All about emotion**

b. One part reason, one part heart, one part, intuition

c. All about rationality

d. There is no set process; it is different for everyone

3. Swipe files are:

a. Files of information that is stolen from the competition

b. Files of words, images, ads and ideas that can be used to inspire new ideas

c. Files of computer design programs

**d. Files of people you want to take a swipe at**

4. Campaigns must:

a. All look alike

b. Contain the same headline

c. Be placed in the same media

**d. Contain the same big idea and attitude**

5. Negatives about your brand:

**a. Can serve as creative inspiration**

b. Should be recognized in the fine print

c. Should be hidden

d. Must be changed

6. Which of the following statements is true about brainstorming sessions?

a. There should be at least 25 people in them

b. Everyone should participate

**c. Stupid ideas should be dismissed early on**

d. There should not be a leader

7. Once you develop your big idea, you’ll first need to come up with:

**a. Media selections**

b. A budget to support it

c. Management approval

d. Many more ideas for individual ads

8. In the “Millennial Women Have güd Scents” case, which media did Burt’s Bees

choose to utilize?

**a. Social media**

b. Television

c. Print (women’s magazines)

d. Social media and Print (women’s magazines)

9. In writing advertising copy, your goal is to write in such an engaging way that:

a. The copy becomes one with the visual elements

b. Your audience cannot resist the logic in your piece

c. Your audience cannot deny the emotion in your piece

**d. Readers will give you their undivided attention**

10. A/an \_\_\_\_\_\_\_\_ compares two things on the basis of a similar feature.

a. Metaphor

**b. Analogy**

c. None of the choices

d. Simile

11. The best headline length is:

a. Ten words or less

b. Five words or less

**c. None of the choices**

d. Three words or less

12. In contrast to an ad’s headline, what is the function of the body copy?

**a. To complete the story.**

b. To provide contact information.

c. To “clinch the sale.”

d. To reference the visual element.

13. Headlines serve all of the following functions except:

a. Capture audience attention

b. Select one’s audience

**c. Replace body copy**

d. Enhance a visual

14. Instead of bragging in one’s body copy, a better approach is to:

a. Employ a rational approach toward the product

**b. Tell your readers what’ your product will do for them**

c. Rely more heavily on visual elements

d. Create a bullet list of benefits

15. The process of ad design is much like copy writing because:

a. Both require approval of the creative team

b. It relies mostly on human emotion

**c. You have to put your imagination to work**

d. It relies more on the rational side of the brain

16. What are the four Rs of design?

**a. Research, Reality testing, Revise, Ready**

b. Rules, Relevance, Regulations, Rewards

c. Rhythm, Reasoning, Rules, Rewards

d. Reading, Researching, Reality testing, Redoing

17.  Ads that have balance are:

a. Asymmetrical

b. Symmetrical

**c. Symmetrical or asymmetrical**

d. None of the choices

18. When we look at ads, we tend to follow a/an:

**a. Z movement**

b. N movement

c. O movement

d. S movement

19. As a general rule, try not to place important elements, such as your logo:

a. In the lower right of the page

b. In the top left of the page

**c. In the lower left of the page**

d. In the top right of the page

20. As a general rule, try not to set type wider than:

**a. 39 characters**

b. 29 characters

c. 59 characters

d. 20 characters

21. Reverse type (white on black) should never be used under any circumstance.

True / **False**

22. Which of the following is not a guideline for writing effective radio?

**a. Try to repeat the name of your client at least two times**

b. Tailor your commercial to time, place, and a specific audience

c. Write for the ear, not the eye

d. All of the choices

23. The word count for a 30-second radio commercial is approximately:

**a. 100-120 words**

b. 60-75 words

c. 80-100 words

d. 120-150 words

24. The abbreviation for sound effects is:

a. Snd Effts

**b. SFX**

c. Snd Effect

d. Snd FX

25. When should you use a produced commercial?

**a. When there are sound effects or music and when there are multiple speaking parts**

b. When there are sound effects or music

c. When the radio station has a popular on-air personality and when there are

sound effects or music

d. When the radio station has a popular on-air personality

26. A live-recorded commercial format, where the advertiser records the opening and

closing of a commercial, is called a/an:

a. Croissant

b. Éclair

c. Bagel

**d. Donut**

27. Because radio is a local medium, it’s good to include things such as street

addresses and phone numbers.

True / **False**

28. A radio script should contain all of the following elements except:

**a. Lowercase for speaker names**

b. A tag in the upper left corner

c. The date the script was written

d. Double spacing

29. However a radio script is structured, it must begin with:

**a. An attention-grabbing opening**

b. A “soft” lead-in

c. A female announcer, if possible

d. More than one voice

30. Although the bag of computer-generated, digital tricks is growing almost daily,

copywriters and art directors should be wary of them.

**True**

False

31. A vignette:

a. Has a celebrity in a staring role

b. Features a day in the life of an average person

**c. Features several brief episodes threaded together**

d. Tells a story with a beginning, middle and end

32. Testimonials must be:

a. Made by well-known celebrities

**b. True and based on experiences of real people**

c. Based on experiences of real people

d. True

33. Zoom in/out means:

a. Tilt in/out

b. None of the choices

**c. Dolly in/out**

d. Pan in/out

34. Crosscutting:

a. Matches consecutive scenes without a narrator

**b. Combines two or more parallel actions in an alternating pattern**

c. Always has a voiceover

d. Has a narrator voiceover explaining the action

35. Continuity cutting:

a. None of the choices

b. Combines two or more parallel actions in an alternating pattern

**c. Matches consecutive scenes without a narrator**

d. Has a narrator voice-over explaining the action

36. Words that are appear on the screen against a solid background are indicated by

the word:

a. TITLE

**b. SUPER**

c. REVERSE

d. SURPRINT

37. Editing can accomplish all of the following except:

a. Condense time

b. Extend time

c. Jumble time

**d. Morph time**

38. Rather than target specific groups of buyers, successful catalogs aim for the

widest possible market.

True / **False**

39. The three musts for successful direct mail campaigns are:

a. The envelope, the letter, and the reply card

b. The list, the correct postage, and a forwarding address

**c. The list, the message, and the offer**

d. The list, the envelope, and the letter

40. Like advertising, the primary goal of direct marketing is to build brand awareness.

True / **False**

41. Direct marketing is no longer growing rapidly.

True / **False**

42. The first stage in designing for the Internet is:

**a. Research**

b. Writing the copy

c. Developing an idea

d. Refining the design

43. A site map is used to:

a. Help make better decisions about how the site will look and work

b. Make recommendations for using technology

c. Identify the different pieces of content

**d. All of the choices**

44. When writing copy for the Internet, you should do all but:

a. Present complex ideas with bulleted lists

**b. Use headlines with clever wordplay**

c. Use highlighted keywords

d. Aim for one idea per paragraph

45. As a general rule, each frame of a banner ad should have:

a. No more than three words

b. No more than five words

c. No more than ten words

**d. No more than seven words**

46. In the “A Big Idea for a Small Space” case, the advertising message focused on

a. The evils of renting

b. Roommates

c. Peace of mind

**d. The evils of renting and roommates**

47. Social media may be best defined as:

**a. A website composed of content created by individual users**

b. A website composed of content created by corporate users

c. A series of networked computers, with individual users

d. A “ring” of connected mainframes at universities

48. When fans post negative messages about a product or service, what should you

do?

a. Delete the post quickly

**b. Respond quickly and tactfully**

c. Challenge your accusers openly

d. Ignore the post and let the social media community handle it

49. Regarding visuals, which of the following is most true?

**a. They need not be expensive or of the highest production value**

b. Brands always need their own visuals for their social media sites

c. Visuals are not “standalone” messages in their own right

d. One should strive to post the same content to all social media sites

50. The strategy behind brand growth via social media is based on:

a. Maslow’s hierarchy of needs

b. The diffusion of innovation theory

**c. The two-step flow model**

d. The uses and gratifications theory

51. Planning a successful social media campaign involves all of the following except:

a. Identifying a specific message

b. Planning visuals

**c. Developing one-way messaging**

d. Determining an entry point