

The background is a dark blue field filled with various colorful, rounded geometric shapes. These shapes include circles, ovals, and elongated bars in shades of orange, red, light blue, green, yellow, and purple. The shapes are scattered across the page, creating a vibrant, abstract pattern.

Undergraduate Diploma in Digital Marketing

Module 02

Digital Marketing Basics

MQF Level 5, 8 ECTS

PIERRE PORTELLI, BA Hons Comm

January 2024

127,851ft



1. What is a key component of Red Bull's marketing strategy?

- A) Traditional advertising
- B) Digital marketing
- C) Word-of-mouth marketing
- D) Event marketing and sponsorships

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- Answer: D) Event marketing and sponsorships

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3. How does Red Bull use content marketing to enhance its brand image?

- A) By creating product-focused advertisements
- B) By sponsoring academic research
- C) By producing and distributing action-packed videos of extreme sports
- D) By offering discounts and loyalty programs

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4. How does Red Bull approach market segmentation?

- A) Mass marketing with a single product
- B) Focusing only on the sports segment
- C) Diverse product offerings for different lifestyles and activities
- D) Targeting only the energy drink market

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- Answer: C) Diverse product offerings for different lifestyles and activities

5. Which of the following is a unique aspect of Red Bull's product placement strategy?

- A) Placement in medical facilities
- B) Exclusive availability in luxury hotels
- C) Presence in extreme sports events and athlete endorsements
- D) Collaborations with fast-food chains

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- Answer: C) Presence in extreme sports events and athlete endorsements

6. How does Red Bull differentiate its brand from competitors in its marketing messages?

- A) By focusing on the low price of its products
- B) By emphasising its unique ingredients and health benefits
- C) By promoting a unique lifestyle and attitude associated with energy and adventure
- D) By offering the largest quantity per can

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- Answer: C) By promoting a unique lifestyle and attitude associated with energy and adventure

7. Red Bull's Flugtag* event is an example of which type of marketing?

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- D) Public relations

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- Answer: C) Experiential marketing

8. Question: How does Red Bull use its digital platforms to engage with its community?

- A) By offering online games and interactive content
- B) By providing financial advice
- C) By live-streaming board meetings
- D) By offering virtual reality tours of its factories

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- Answer: A) By offering online games and interactive content

9. What role does storytelling play in Red Bull's digital marketing strategy?

- A) Minimal role, focusing instead on product features
- B) Used to share investor relations updates
- C) Central role, telling stories of athletes and adventurers
- D) Solely used in hiring and recruitment processes

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10. Red Bull's approach to digital marketing focuses on which aspect of its brand?

- A) Cost-effectiveness of its products
- B) Energy and lifestyle associated with extreme sports
- C) Nutritional value of the drink
- D) Corporate social responsibility initiatives

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- Answer: B) Energy and lifestyle associated with extreme sports



Easy
Business
School

NIKE

MARKETING

STRATEGY



1. What is a key element of Nike's marketing strategy?

- A) Low-cost production
- B) Celebrity endorsements
- C) Limited distribution
- D) Generic advertising

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- Answer: B) Celebrity endorsements

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3. What type of marketing strategy is Nike known for utilising to reach its consumers?

- A) Traditional print media
- B) Door-to-door sales
- C) Emotional branding
- D) Aggressive price competition

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4. Nike's "Just Do It" campaign is an example of:

- A) Product-focused advertising
- B) Customer engagement strategy
- C) Brand positioning statement
- D) Sales promotion

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- Answer: C) Brand positioning statement

5. How does Nike leverage social media in its marketing strategy?

- A) By offering exclusive discounts
- B) By engaging with customers and sharing inspirational content
- C) By strictly advertising products
- D) By avoiding direct interaction with customers

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- Answer: B) By engaging with customers and sharing inspirational content

6. What role does innovation play in Nike's marketing strategy?

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- Answer: C) Central role, with a focus on developing new products and technologies

7. Which of the following is a part of Nike's global brand strategy?

- A) Standardized products for all regions
- B) Differentiated marketing for each locality
- C) Singular focus on the American market
- D) Outsourcing marketing to external agencies

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- Answer: B) Differentiated marketing for each locality

8. How does Nike's sponsorship of athletes and sports teams impact its marketing?

- A) Decreases brand visibility
- B) Increases product development costs
- C) Enhances brand credibility and visibility
- D) Limits market reach

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- Answer: C) Enhances brand credibility and visibility

9. What is the significance of storytelling in Nike's advertisements?

- A) It's used to justify higher product prices
- B) It's intended to detail the technical aspects of products
- C) It's aimed at creating an emotional connection with the audience
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- Answer: C) It's aimed at creating an emotional connection with the audience

10. Which digital platform does Nike predominantly use for its direct-to-consumer marketing strategy?

- A) Email newsletters
- B) Its official website and mobile app
- C) Third-party retail websites
- D) Print media

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- D) Print media

- Answer: B) Its official website and mobile app



1. What is the main theme of Coca-Cola's marketing strategy?

- A) Product Diversity
- B) Health and wellness
- C) Emotional branding
- D) Price competition

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- Answer: C) Emotional branding

2. Which campaign by Coca-Cola encouraged the personalisation of their product?

- A) Open Happiness
- B) Taste the Feeling
- C) Share a Coke
- D) The Pause That Refreshes

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- Answer: C) Share a Coke

3. What marketing strategy is Coca-Cola's 'Open Happiness' campaign an example of?

- A) Product-focused
- B) Emotionally-driven
- C) Competitor-focused
- D) Price-driven

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- B) Emotionally-driven
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- Answer: B) Emotionally-driven

4. What strategy does Coca-Cola use to appeal to a global market?

- A) Standardized products
- B) Localized marketing campaigns
- C) One-size-fits-all advertising
- D) Price wars

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- A) Standardized products
- B) Localized marketing campaigns
- C) One-size-fits-all advertising
- D) Price wars

- Answer: B) Localized marketing campaigns

5. Which of the following is a key component of Coca-Cola's brand messaging?

- A) Luxury
- B) Affordability
- C) Happiness and sharing
- D) Health and Fitness

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6. What digital strategy has Coca-Cola embraced in recent years?

- A) Traditional advertising only
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- C) Email marketing
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- Answer: B) Social media marketing

7. How does Coca-Cola use storytelling in its advertising?

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- B) To highlight celebrity endorsements
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8. What role does sustainability play in Coca-Cola's marketing strategy?

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9. Which technique does Coca-Cola use to ensure it remains a top-of-mind brand?

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- Answer: C) Omnipresent advertising

10. What is the purpose of Coca-Cola's partnership and sponsorship strategy (e.g., sponsoring the Olympics)?

- A) To promote new products
- B) To engage with niche markets
- C) To associate the brand with high-profile events and celebrities
- D) To focus on local community events

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- Answer: C) To associate the brand with high-profile events and celebrities

THANK YOU FOR TODAY

*Pierre Portelli for 21 Academy
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