Chapter 10  
Marketing Communications

1. Search the internet for advertising for any one of your favourite brands. In your opinion, score the brand through 1 (low) to 5 (high) using the following criteria for what you see as the underlying strategic big idea. Add up the score. How might it be improved if at all?
   * Does it have staying power? (1–5)
   * Is it a dramatic creative idea? (1–5)
   * Is it credible? (1–5)
   * Is it distinctive? (1–5)
   * Is it focused and single-minded? (1–5)
   * Is the promise meaningful? (1–5)
2. Go into Google and search for an “Apple iPhone”. Then search for a “Samsung iPhone”. What do you notice about the results for the Samsung search using the term “iPhone” by comparison? What is Samsung’s strategic response to someone linking iPhone to its brand in an internet search?