

Audio Logo & Sonic Branding Practice Test Questions and Answers

1. What is a sonic logo?

- A) A marketing campaign strategy
- B) A sound, like a song or a jingle, that's meant to represent a brand
- C) A physical representation of a company's logo
- D) A type of clothing style

2. What is an audio logo?

- A) An important part of a brand's branding
- B) A slogan used in advertisements
- C) A sound or noise associated with a product or service
- D) A type of music used in commercials

3. What is a sonic brand?

- A) A catchy jingle used in advertisements
- B) A unique sound or melody used to identify a brand
- C) An slogan used to convey a brand message
- D) A visual representation of a brand

4. What is sonic branding?

- A) A type of organic marketing
- B) The sounds or songs associated with a brand, product, or service
- C) A type of visual branding
- D) A messaging technique

Answers: 1-B 2-A 3-B 4-B

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