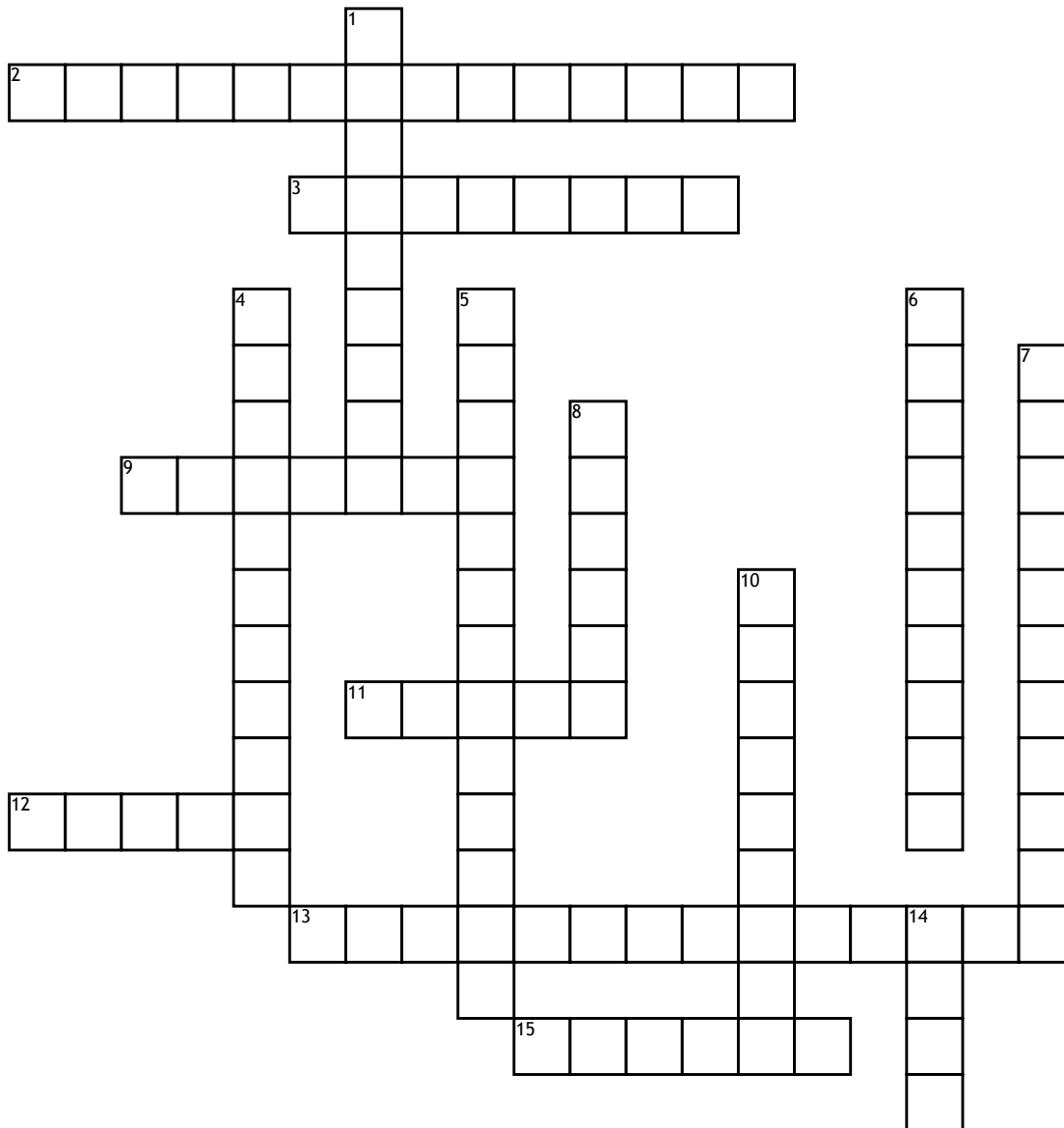


Name: _____

Date: _____

LU1 Theme 5 Crossword Puzzle (ICE Activity)



Across

2. The goal of endorsement strategies for most product is ? This is done by adding the endorser to product packaging.
3. One of the primary forms of a brand extensions that involves introducing a similar brand in the same product category but at a different price point
9. An extension that stretches a brand to different types of products than the original product
11. A type of extension that allows customers to use their past experiences with the brand and reduce the risk of purchasing a new product

12. One of the reasons why organisations use endorsement strategies is to stimulate acceptance and ?

13. Advantage of extensions

15. A condition as to why a brand may change their name

Down

1. One of the objectives of a line extension strategy that which states effects can be expected in the early stages of the product life cycle
4. A hazard where stretching a brand too far can cause failure
5. Also known as flanker brands

6. When two strong brands form a strategic alliance whose product categories display a logical relationship. This is known as?

7. The second advantage of extension strategies

8. Endorsement strategies are also known as?

10. An extension within the Brand Extension whereby organisation relies on its corporate name to launch a new product

14. In this type of extensions the flagship and extended product belong to the same product class