



MARKETSHARE THROUGH MINDSHARE

VOLUME 1- • NUMBER 2

Published Irregularly, Not Erratically

123 SALES NUMBERS

01

The Web now accounts for ____% of Home Depot sales:

- a. 5.9%
- b. 4.2%
- c. 14.4%
- d. 12.6%



02

The nation that leads the world in e-commerce with \$296 billion in retail sales is:

- a. USA
- b. China
- c. Russia
- d. India



03

The best selling sports drink in 2013 with \$3.433 billion was:

- a. Red Bull
- b. Monster
- c. Rock Star
- d. Heebie Jeebie



04

Diet soda (all brands) sales in 2013...

- a. Grew by 2.6%
- b. Grew by 14.8%
- c. Fell by 6.8%
- d. Fell by 17.1%



05

Coke is the #1 selling soda brand. What's #2?

- a. Diet Coke
- b. Pepsi Cola
- c. Sprite
- d. Mountain Dew

Diet
Coke





WHO'S WHO?

06

Who owns L'Oreal?

L'ORÉAL

- a. Quaker
- b. Caterpillar
- c. Ralph Lauren
- d. Nestle



RALPH LAUREN



CATERPILLAR®

07

Who owns Quaker?



- a. Pepsico
- b. Marlboro
- c. Volkswagen
- d. Proctor & Gamble



PEPSICO



Marlboro



08

Who owns Del Monte brand foods?



- a. Quaker
- b. Kraft
- c. Hellman's
- d. Sara Lee



09

Who owns KFC?



- a. The NFL
- b. Burger King
- c. Yum Brands
- d. Nestle



10

Who owns Bertolli products?



- a. Victoria Foods
- b. Unilever
- c. Chef Boy Ar Dee
- d. Ralston Purina



Unilever



Ralston Purina

11

Who owns Ferrari?



- a. Fiat
- b. Chrysler
- c. Rolls Royce
- d. Lamborghini



Rolls-Royce®



12

Who owns Holden Australia?



- a. GM
- b. Ford
- c. Jaguar
- d. Saab



13

Who owns Lamborghini?



- a. Audi
- b. Ford
- c. Holden Australia
- d. VW



14

Who owns Jaguar and Land Rover?



- a. Tata Motors of India
- b. Holden Australia
- c. British Leyland
- d. Hyundai



TATA MOTORS

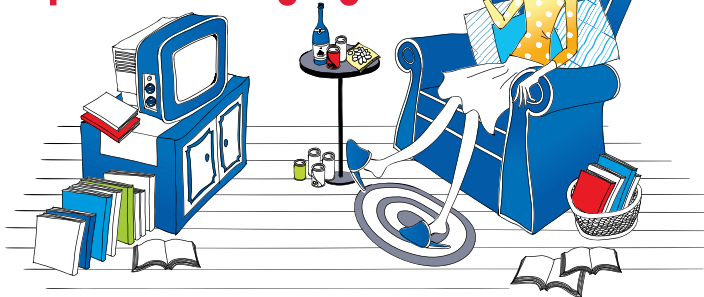


The case for repeat messaging!

15

In the USA, the average person is exposed to more than __ advertising and marketing messages daily.

- a. 1,700
- b. 2,700
- c. 3,700
- d. 4,700



16

The average person pays attention to about __% of those messages?

- a. 1.1%
- b. 2.2%
- c. 18.8%
- d. 11.5%



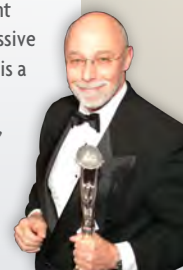
17

The average American takes action on what percentage those messages?

- a. 4.4%
- b. 17.4%
- c. 22.5%
- d. 11.5%



Jamie Stanco, President and Founder of Progressive Marketing Group, Inc., is a recognized authority on strategic marketing, messaging, positioning and branding.



The ballerina linebacker symbolizes Progressive Marketing Group, Inc. We pride ourselves on our ability to provide strategic marketing services with the creative finesse of a ballerina and the tactical marketing power of a linebacker.



Huntington Quadrangle, Suite 3S07 • Melville, NY 11747 USA • 631.756.7160
www.pmgstrategic.com

Connect with us:

