

# MARKETING QUESTIONS

1. Who owns the Cadbury brand?

2. Name one Mondelez product.

3. Is Cadbury or Mars Wrigley the world's leading manufacturer of chocolate, chewing gum, mints and fruity confections?

4. Give one example of primary research Cadbury has used.

5. Why is it important to understand your target market?

6. Why do some companies buy non-price marked packaging?

7. How many Freddos could you buy for £1 in 2005? \_\_\_\_\_  
How many Freddos could you buy for £1 in 2022? \_\_\_\_\_

8. Name one of Cadbury's product equities.

9. What is your favourite Cadbury promotion from this presentation

10. Why is this promotion your favourite?

