

Lesson 11

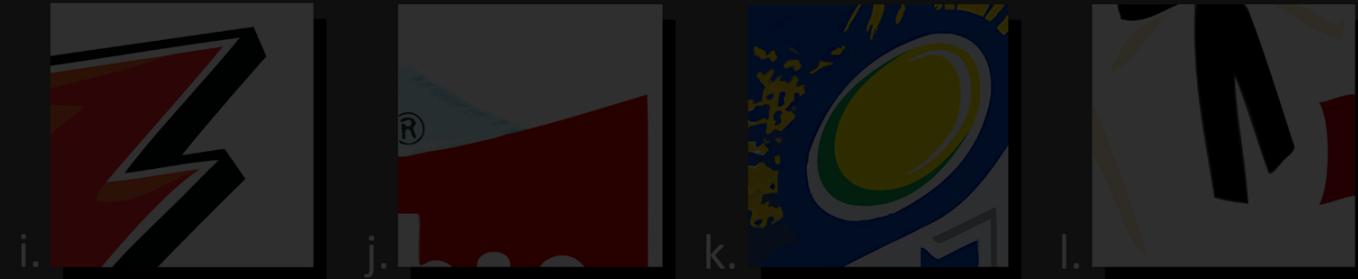
Marketing: Under the Influence



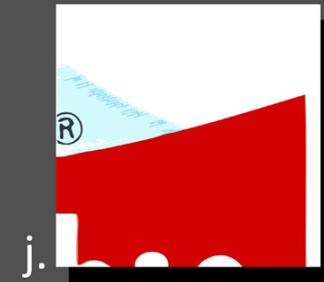


Test your brand recognition

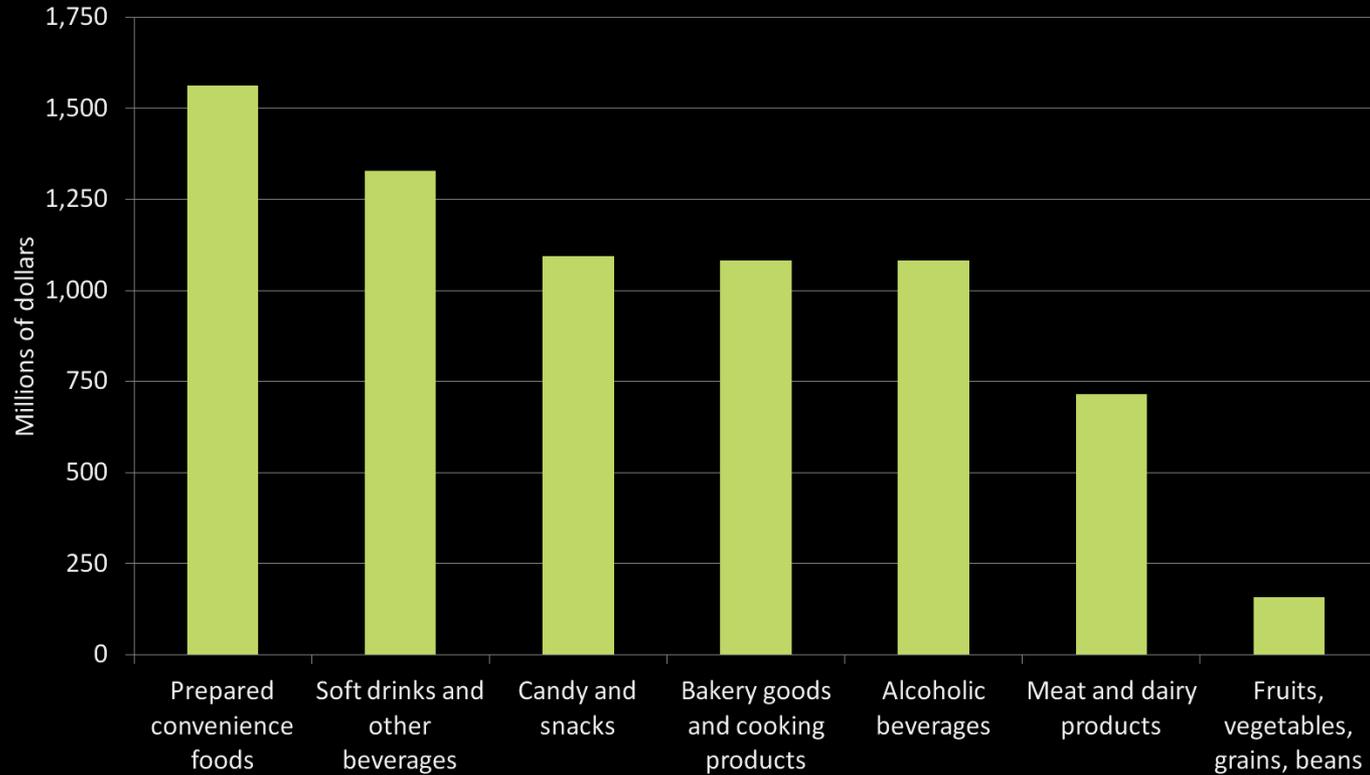
How many companies and products can you identify based on just a piece of their logo?



All logos are trademarked and/or copyrighted.



Food Advertising Spending



Annual spending by U.S. food and beverage manufacturers on advertising in 1997 (the last year industry-wide data were openly available)

Source: Gallo A. Food Advertising in the United States. In: *America's Eating Habits: Changes and Consequences*. USDA Economic Research Service; 1999:173-180.