***Directions:*** *As you watch the video on Johnny Cupcakes, complete the following questions. Assignment is worth* ***60 points.***

**Activity: Johnny Cupcakes Video Q&A**

1. What are the three brands that you are loyal to? What is it about those brands that keeps you dedicated and coming back for more?
2. What are three brands that your parents are loyal to? What is it about those brands that keeps them dedicated and coming back for more?
3. What are at least two examples of cross promotions between Johnny Cupcakes and other brands that are showcased in the video?
4. What are some benefits of cross promotion between brands?
5. Visit johnnycupcakes.com and list four ways that the website helps to build the Johnny Cupcakes brand.
6. What are four examples of experiential branding events from the Johnny Cupcakes presentation?