Guess the Brand

Use this key to check answers and read the explanations.

1. Which sportswear brand uses the Swoosh logo?
   A. Nike
   B. Adidas
   C. Puma
   D. Reebok
   Correct answer: A. Nike
   Carolyn Davidson designed Nike's Swoosh in 1971.

2. Which brand is famous for interlocking plastic bricks?
   A. Barbie
   B. Play-Doh
   C. LEGO
   D. Hot Wheels
   Correct answer: C. LEGO
   LEGO's stud-and-tube system lets bricks connect firmly while remaining separable.

3. Which coffee company's logo features a siren?
   A. Costa
   B. Starbucks
   C. Dunkin'
   D. Tim Hortons
   Correct answer: B. Starbucks
   Starbucks's two-tailed siren reflects maritime imagery.

4. Which company makes the PlayStation console family?
   A. Sega
   B. Nintendo
   C. Microsoft
   D. Sony
   Correct answer: D. Sony
   Sony launched the original PlayStation in Japan in 1994.

5. IKEA originated in which country?
   A. Denmark
   B. Sweden
   C. Finland
   D. Norway
   Correct answer: B. Sweden
   Ingvar Kamprad founded IKEA in Sweden in 1943.

6. Nintendo began in 1889 making what?
   A. Playing cards
   B. Radios
   C. Cameras
   D. Bicycles
   Correct answer: A. Playing cards
   Nintendo originally produced Japanese hanafuda playing cards.

7. LEGO's name derives from Danish words meaning what?
   A. Think big
   B. Build higher
   C. Small bricks
   D. Play well
   Correct answer: D. Play well
   The name combines 'leg godt,' meaning 'play well.'

8. Which company produces the 911 sports car?
   A. Lamborghini
   B. Ferrari
   C. Porsche
   D. Maserati
   Correct answer: C. Porsche
   The Porsche 911 debuted in the 1960s and became the company's signature model.

9. Before becoming a streaming service, Netflix originally rented what by mail?
   A. DVDs
   B. VHS cameras
   C. Vinyl records
   D. Video-game consoles
   Correct answer: A. DVDs
   Netflix launched its DVD-by-mail service before expanding into streaming.

10. Which company's name comes from founder Henri Nestlé and also connects to its bird's-nest logo?

A. Cadbury
B. Danone
C. Kellogg's
D. Nestlé

Correct answer: D. Nestlé
Nestlé's family name and coat of arms inspired the nest imagery.

11. Which phone brand traces its origins to a Finnish pulp mill founded in 1865?

A. BlackBerry
B. Motorola
C. Nokia
D. HTC

Correct answer: C. Nokia
Nokia's history began with paper; rubber and cable businesses later joined the group.

12. Which tire company's mascot is also known as Bibendum?

A. Goodyear
B. Michelin
C. Pirelli
D. Bridgestone

Correct answer: B. Michelin
Bibendum is the Michelin Man, represented as a figure made of tires.

13. The letters in IKEA include its founder's initials and names of his farm and village. Who was the founder?

A. Gustaf Dalén
B. Ingmar Bergman
C. Alfred Nobel
D. Ingvar Kamprad

Correct answer: D. Ingvar Kamprad
IKEA combines Ingvar Kamprad, Elmtaryd and Agunnaryd.

14. Which luxury car company's founder designed the BR1 and BR2 rotary aircraft engines before founding his car company?

A. Bentley
B. Volvo
C. Saab
D. Citroën

Correct answer: A. Bentley
W. O. Bentley developed the Bentley Rotary engines during World War I, before founding Bentley Motors in 1919.

15. Which company developed the 200A audio oscillator and adapted its 200B model for Walt Disney Studios?

A. Apple
B. IBM
C. Hewlett-Packard
D. Intel

Correct answer: C. Hewlett-Packard
Disney bought eight HP 200B oscillators for testing sound equipment used in Fantasia.