

Brands

“Products are made in the factory but brands are made in the mind” (Walter Landor 1913 -1995), branding pioneer

Starting point

___Would you buy any of the following brands? Why? Why not?

Coca cola	Microsoft	Samsung	Channel
Toyota	Intel	Nokia	Ford
Mc Donald 's	Disney	Marlboro	China mobile

___Pick some of the brands above which interest you. What image and qualities does each one have? Use these words and phrases to help you.

Value of money	up market	Cool	reliable	
Durable	Inexpensive	Sophisticated	fun	stylish
Fashionable	timeless	well-made	classic	

___How loyal are you to the brands? For example when you buy jeans, do you always buy Levis? Why do people buy brands?

___Why do you think some people dislike brands?

Match these word partnership to their meanings :

(Brand.....)

- 1_ Loyalty
- 2_ Image
- 3_ Stretching
- 4_ Awareness
- 5_ Name

- the title given to a product by the company that makes it.
- using an exciting name on another type of product.
- the ideas and beliefs people have about a brand .
- the tendency to always buy a particular brand.
- how familiar people are with brands.

(Product.....)

- 1- Launch
- 2- Lifecycle
- 3- Range
- 4- Placement
- 5- Endorsement

- the set of products made by a company
- the use of a well-known person to advertise products
- when products are used in films or in TV programmes
- the introduction of a product to the market
- the length of time people continue to buy a product

(Market.....)

- 1_ Leader
- 2_ research
- 3_ share
- 4_ challenge
- 5_ segment

- the percentage of sales a company has
- customers of a similar age, income level or social group
- the bestselling product or brand in a market
- information about what consumers want or need
- the next best selling product or brand in a market

Company : a business organization selling goods or services , especially one that has been officially created (registered) in a particular country and is owned by shareholders or (stockholders) .

- A company fails-----goes bankrupt
- Goes out of business-----goes under

Range: connected line, a set of different objects of the same kind.

Brands : a class of goods which is the product of a particular firm or producer
example: what is your favorite brand of soap ? it means a special kind (marque) you prefer .

Brands: is a name , term , design , symbol , or other feature that distinguishes an organization or product from its rivals in the eyes of the customer .
Brands name are sometimes distinguished from generic or store brands.

Brand awareness : involves a customer's ability to recall or recognize brands , logos and branded advertising.

Brand stretching : refers to the process of using established brand names to launch products in an unrelated and different product category.

Brand loyalty : the tendency of some customers to continue buying the same brand of goods rather than competing brands.

Brand name : trade name

stretch : become longer or wider , spread out , to be elastic (rubber brands stretch)

launch : to throw with great force , here is the introduction of a product (brand) to the market .

Product lifecycle: is a marketing theory cycle or succession of strategies experienced by every product begins with a product's introduction → research and development → its sales growth → maturity → and finally market saturation and decline .

Product range : a complete portfolio of products that a company manufactures in markets.

Product placement : is a marketing technique where references to specific brands or products are incorporated into another work such as a film or television program.

Product endorsement : a written or public statement by a celebrity , business or professional group extolling the virtues of a product and recommending the use of the product to the public .

Market leader : is the company selling the largest quantity of a particular product .

Market share : represents the percentage of an industry , or market's total sales , that is earned by a particular company over a specified time period.

Market challenger : a market challenger is a firm that has a market share below of the market leader , but enough of a presence that it can exert upward pressure in its effort to gain more control .

Market segment : an identifiable group of individuals , families , business , or organizations , sharing one or more characteristics or needs in an otherwise homogenous market.

✓ Complete these sentences with word partnership from the previous exercise

Brand

1. No one recognizes our logo. We need to spend more on advertising to raise **brand**
2. Consumers who always buy Sony when they need a new TV are showing
3. A fashion designer who launches his or her own perfume is an example of
4. The of Mercedes Benz is such that its products are seen as safe, reliable, luxurious, well made and expensive.

Product

1. George Clooney advertising Nespresso is an example of
2. A consists of introduction, growth, maturity, and decline.
3. Tesco's wide means that it appeals to all sectors of the UK market
4. The use of Aston Martin cars and Sony computers in James Bond films are examples of

Market

- Microsoft is the computer software
- In countries with ageing populations, the over-60s age group is becoming an increasingly important
- Pepsi is the in carbonated soft drinks
- Focus groups and consumer surveys are ways of conducting

✓ Complete this word-building table.

Noun	adjective	Noun	adjective
.....	Exciting	Prestige
.....	glamorous	Luxury
Completion	reliable
Fashion	dangerous

✓ Which noun or adjective from the last exercise do associate with these companies and products?

- | | |
|-----------------|----------------|
| • Rolex | Benetton |
| • Pepsi | H&M |
| • Ferrari | Levis |
| • Swatch | Oppo |