Brands

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

<u>Starting point</u>

___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   - the title given to a product by the company that makes it.
2_ Image   - using an exciting name on another type of product.
3_ Stretching   - the ideas and beliefs people have about a brand .
4_ Awareness   - the tendency to always buy a particular brand.
5_ Name   - how familiar people are with brands.

(Product ....)

1- Launch   - the set of products made by a company
2- Lifecycle   - the use of a well-known person to advertise products
3- Range   - when products are used in films or in TV programmes
4- Placement   - the introduction of a product to the market
5- Endorsement   - the length of time people continue to buy a product

(Market.....................................)

1_ Leader   - the percentage of sales a company has
2_ research   - customers of a similar age, income level or social group
3_ share   - the bestselling product or brand in a market
4_ challenge   - information about what consumers want or need
5_ segment   - the next best selling product or brand in a 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 is 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 ....