



BRANDS

1.WARM-UP QUESTIONS

1. What is your favorite brand of clothing, food, or technology?
2. Why do you choose one brand over another?
3. Do you feel loyal to certain brands? Which ones?
4. How do advertisements make you feel about products?
5. What makes a brand memorable to you?

2.VOCABULARY PREVIEW

Match the words with the simple definitions:

- | | |
|--------------------|--|
| ___ 1. brand | a. connection between two things in your mind |
| ___ 2. loyal | b. feeling of confidence in someone or something |
| ___ 3. emotion | c. what people think about a company |
| ___ 4. memory | d. strong feeling like happiness or sadness |
| ___ 5. association | e. staying with the same choice over time |
| ___ 6. identity | f. company name and what it represents |
| ___ 7. reputation | g. ability to change someone's opinion |
| ___ 8. trust | h. who you are or want to be |
| ___ 9. influence | i. what you remember from the past |
| ___ 10. attachment | j. strong emotional connection to something |

3. READING

The Secret Power of Brands

Have you ever wondered why you always buy the same brand of coffee or why you feel excited when you see a certain logo? The answer lies in the psychology of branding – how companies use our emotions and memories to influence our choices.

Successful brands don't just sell products; they sell feelings and identities. When you wear Nike shoes, you might feel athletic and confident. When you drink Coca-Cola, you might feel happy and refreshed. These feelings are not accidents – they are carefully created by marketing teams who understand how our brains work.

Colors play a huge role in how we feel about brands. McDonald's uses red and yellow because these colors make us feel hungry and excited. Starbucks uses green because it makes us think of nature and relaxation. Blue brands like Facebook and IBM seem trustworthy and professional. Companies spend millions of dollars choosing the perfect colors for their logos.

Brands also use stories to connect with us emotionally. Apple tells stories about creativity and innovation. Their advertisements don't just show computers – they show people doing amazing things with technology. Disney creates magical stories that make us feel young and hopeful. These stories become part of our own identity.

Repetition is another powerful tool. When we see the same logo, hear the same jingle, or read the same slogan hundreds of times, it becomes stuck in our memory. Think about McDonald's "I'm lovin' it" or Nike's "Just do it." These simple phrases become so familiar that we remember them forever.

Social influence affects our brand choices too. When we see celebrities, friends, or people we admire using certain brands, we want to use them as well. This makes us feel like we belong to a group or community.

Brand loyalty often starts in childhood. The cereals, toys, and clothes we loved as children often become our preferences as adults. Companies know this and create special advertisements for young people to build lifelong relationships.

Understanding brand psychology can help us make better decisions. When you feel strongly attracted to a brand, ask yourself: Am I buying this because I need it, or because the marketing is influencing my emotions?

4. COMPEHENSION

1. According to the text, what do successful brands sell besides products?
2. Why do McDonald's and Starbucks use their specific colors?
3. How do brands use stories to connect with customers?
4. What role does repetition play in brand memory?
5. When does brand loyalty often begin, and why is this important?

5. VOCABULARY REVIEW

Fill in the blanks with words from the vocabulary list:

1. Many people feel _____ to Apple products and buy every new iPhone.
2. The brand has a good _____ for quality and customer service.
3. Colors can _____ our emotions and shopping decisions.
4. Children often form strong _____ to toy brands they love.
5. Companies create _____ between their products and positive feelings.

6. GRAMMAR REVIEW - Present Perfect & Time Expressions

Complete the sentences:

1. Successful brands _____ (create) emotional connections with customers.
2. Colors _____ influence how people feel about products.
3. _____ you _____ (prefer) name brands or generic products?
4. Marketing teams _____ understand consumer psychology.
5. Brand loyalty _____ (not develop) overnight.

ADDITIONAL EXERCISES

Match each brand with its personality traits:

Brands: Apple, Harley-Davidson, Disney, Volvo, Red Bull

Personalities:

1. _____ : Creative, innovative, premium, simple
2. _____ : Rebellious, tough, masculine, freedom
3. _____ : Magical, family-friendly, imaginative, joyful
4. _____ : Safe, reliable, practical, Swedish
5. _____ : Energetic, extreme, adventurous, youthful

Look at these logos and describe how the colors make you feel:

Coca-Cola (red): _____

Starbucks (green): _____

Facebook (blue): _____

FedEx (purple and orange): _____

McDonald's (red and yellow): _____

Brand Slogan Creation

Create memorable slogans for these products:

New energy drink: _____

Eco-friendly cars: _____

Premium coffee: _____

Sports shoes: _____

Online learning app: _____