

Module 3: Marketing & Promotion

BRANDS

Branding involves establishing an **identity** for a product with the goal of distinguishing it from competitors' offerings. This is essential in markets where products are similar and competition is fierce. It's particularly important in helping to position the product: high-end (=upscale/upmarket), mid-market or low-end (=economy/down-market).

The brand itself may be the name of a **product**, or a **family** of products, or of the **company** that makes them. It usually includes a design element such as a **logo** or a symbol (e.g. Nike's 'Swoosh').

VOCABULARY EXERCISES

Exercise 1 BRAND COLOCATIONS

Complete the definitions with the words in the box.

<i>association awareness value leader image loyalty manager stretching identity name</i>		
BRAND	1. <i>Image</i>	The ideas and beliefs that people have about a brand.
	2. <i>Texte</i>	A person who is in charge of developing and selling a brand.
	3. <i>Texte</i>	The brand that has the largest number of sales in its product category.
	4. <i>Texte</i>	The support that people give to a brand by continuing to buy it rather than changing to other brands.
	5. <i>Texte</i>	The financial worth of the brand.
	6. <i>Texte</i>	Word(s) used to designate a specific brand.
	7. <i>Texte</i>	Using a successful brand name to sell new types of products.
	8. <i>Texte</i>	The degree to which people know about a brand.
	9. <i>Texte</i>	What people think of when they see or hear the name of the brand.
	10. <i>Texte</i>	The profile the company try and give to the brand.

Exercise 2 PRODUCT POSITIONING

Write each word in the box next to the word in *italics* with the closest meaning.

<i>best-selling</i>	<i>economy</i>	<i>exclusive</i>	<i>favorite</i>	<i>leading</i>	<i>luxury</i>	<i>traditional</i>
	<i>upmarket</i>	<i>premium</i>	<i>value-for-money</i>		<i>well-known</i>	

1. a/an **high-end**, *Texte*, *Texte*, *Texte*, *Texte* brand
2. a/an **low-end**, *Texte* brand
3. a/an **classic**, *Texte* brand
4. a/an **top**, *Texte*, *Texte*, *Texte* brand
5. a/an **famous**, *Texte* brand

Exercise 3 USEFUL EXPRESSIONS

Match the following expressions to the examples below:

<i>rebranding</i>	<i>counterfeit goods</i>	<i>own-brand product</i>	<i>brand stretching</i>	<i>co-branding</i>
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1. The creation of Virgin Cola, Virgin Air, Virgin Rail and Virgin Bride. *Texte*
2. The Auchan supermarket chain launched a range of products for children called "Rik et Rok". *Texte*
3. The launch by Apple of a special edition Apple Hermes watch. *Texte*
4. In Brazil you can buy illegal copies of Abercrombie & Fitch T-shirts for a fraction of the price. *Texte*
5. In 1991, Mars Incorporated decided to change the name of one of its products from Raider to Twix on certain European markets in order to homogenize the use of the brand name in Europe. *Texte*