# Unit 1

## Page 1 exercise A (1,2,5) - мини-текст

Some of my favorite brands are Apple for tech, Uniqlo for clothes and Chanel for perfume. All three of the above mentioned brands are international. Apple products are often associated with professional use. Macs are known as reliable, top of the range work laptops. Uniqlo sells some stylish and durable clothes. Despite being inexpensive, their clothes are very well-made making them a great value for money. Chanel is associated with fashion and luxury. Some of their timeless scents are my favorites. When it comes to brand loyalty, I prefer to keep an open mind and not limit my options to familiar brands. I would not call myself a very loyal customer.

## Page 2 exercises A, B

Ex. A

1. d
2. c
3. b
4. e
5. a
6. i
7. j
8. f
9. h
10. g

Ex. B

1. brand stretching
2. brand loyalty
3. brand awareness
4. product endorsement
5. product lifecycle
6. product placement

## Page 3 exercises C, D

Ex. C

1. True
2. True
3. True
4. False. The Tokyo branch sells goods imported from Europe.
5. False. He says that Asian customers are convinced the best luxury items are European.
6. False. There are no plans for outsourcing.
7. False. He insists that the brand sells the style and the manufacturing site is not that important.
8. True

Ex. D

Answer: C

## Page 4 exercises A, B, C

Ex. A

1. Present simple
   1. usually
   2. often
   3. every day
   4. once a month
2. Present continuous
   1. now
   2. currently
   3. at the moment
3. Both
   1. this year
   2. nowadays
   3. these days

Ex. B

1. -
   1. are trying
   2. develop
2. -
   1. create
   2. are looking
3. -
   1. sells
   2. is investing
4. -
   1. keeps
   2. is trying

Ex. C

1. am working
2. sell
3. dominates
4. is doing
5. is becoming
6. is growing
7. develop
8. extend
9. stands
10. are creating

## Video How to create a great brand name?

**What are the 3 essential steps when creating a successful brand?**

1. Choose the type of name
2. Decide what you want the name to say
3. Check the name is available

**What types of brand names are there?**

All brand names can be broken down into seven categories:

1. Eponymous
2. Descriptive
3. Acronymic
4. Suggestive
   1. real
   2. composite
   3. invented
5. Associative
6. Non-english
7. Abstract

**Provide your own example of a brand to each type**

1. Eponymous - Bosch
2. Descriptive - Ural Airlines
3. Acronymic - VAZ
4. Suggestive - Yandex Market
5. Associative - Samokat
6. Non-english - Hyundai (“Hyundai” translates to “modernity” in English)
7. Abstract - Uniq