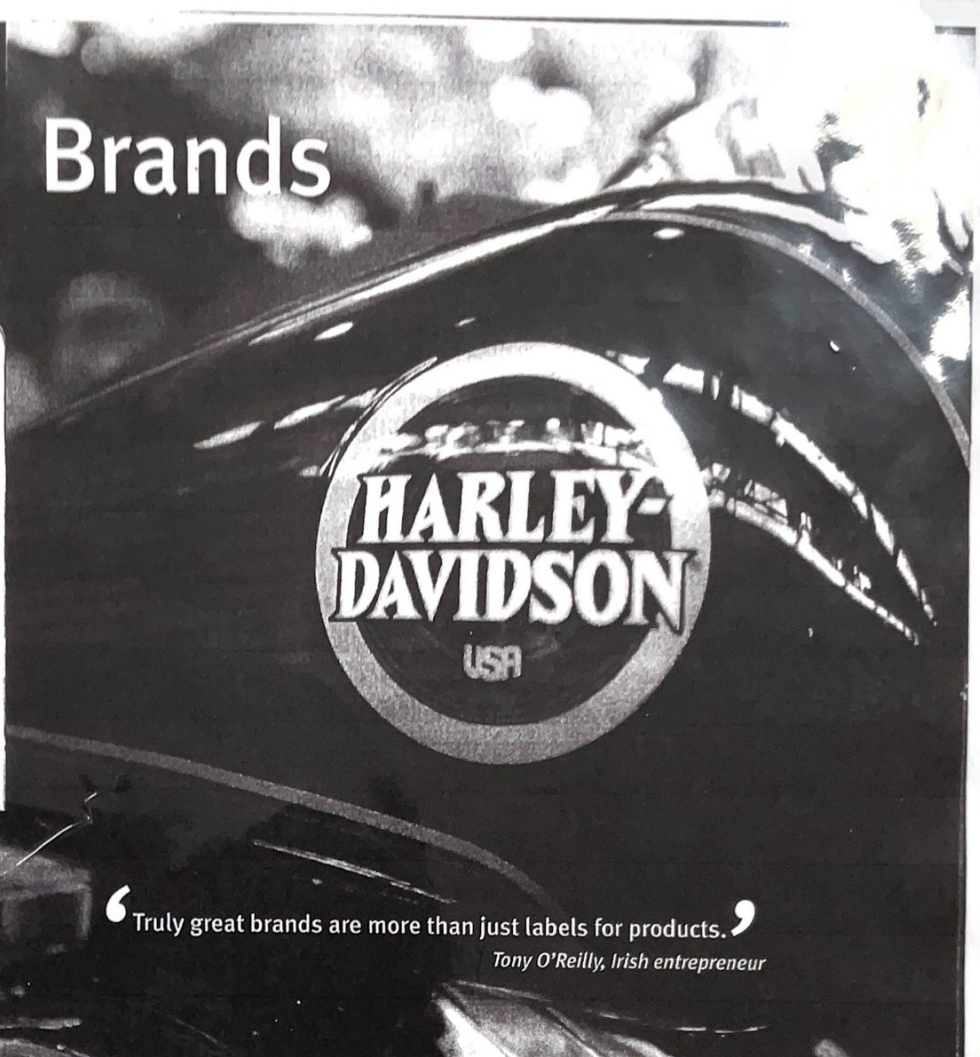


OVERVIEW ▼

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Caferoma



HARLEY-DAVIDSON
USA

“Truly great brands are more than just labels for products.”

Tony O'Reilly, Irish entrepreneur

Starting up

A List some of your favourite brands. Then answer these questions.

- 1 Are they international or national brands?
- 2 What image and qualities does each one have? Use the following words and phrases to help you.

value for money	luxurious	timeless	well-made
top of the range	durable	inexpensive	cool
reliable	stylish	fashionable	sexy

- 3 Why do people buy brands?
- 4 Why do you think some people dislike brands?
- 5 How loyal are you to the brands you have chosen?
For example, when you buy jeans, do you always buy Levi's?

B A recent survey named the brands below as the world's top ten. Which do you think is number one? Rank the others in order.

Marlboro	Nokia	Mercedes	General Electric	Intel
IBM	Microsoft	Coca-Cola	McDonald's	Disney

Check your answer on page 144. Are you surprised?

C  1.1 Listen to two speakers talking about brands. What reasons does each person give for liking or disliking brands?

Vocabulary

Brand management

A Match these word partnerships to their meanings.

- | | | |
|---------------------------------|----------------|--|
| B
R
A
N
D | 1 loyalty | a) the name given to a product by the company that makes it |
| | 2 image | b) using an existing name on another type of product |
| | 3 stretching | c) the ideas and beliefs people have about a brand |
| | 4 awareness | d) the tendency to always buy a particular brand |
| | 5 name | e) how familiar people are with a brand |
| P
R
O
D
U
C
T | 6 launch | f) the set of products made by a company |
| | 7 lifecycle | g) the use of a well-known person to advertise <i>products</i> |
| | 8 range | h) when products are used in films or TV programmes |
| | 9 placement | i) the introduction of a product to the market |
| | 10 endorsement | j) the length of time people continue to buy a product |

BRAND

B Complete these sentences with word partnerships from Exercise A.

- The creation of Virgin Cola, Virgin Air, Virgin Rail and Virgin Bride is an example of *brand stretching*.
- Consumers who always buy Levi's when they need a new pair of jeans are showing *brand loyalty*.
- Not enough people recognise our logo; we need to spend a lot more on raising *brand awareness*.

PRODUCT

- David Beckham advertising Vodafone is an example of *product endorsement*.
- A *product lifecycle* consists of introduction, growth, maturity and decline.
- The use of BMW cars and Nokia phones in James Bond films are examples of *product placement*.

C Make sentences of your own using the word partnerships in Exercise A.

Listening

Why brands matter



▲ Sandra Greaves

A 1.2 Sandra Greaves is a consultant at Wolff-Olins, a leading international brand consultancy based in London. In the first part of the interview she talks about why we need brands. Listen and complete these extracts.

- Brands are all about
- You know what a brand is, what it, what it's going to
- You actually trust it to again.
- One thing about brands is they add a lot of and and, as well as giving you the power to things.

B 1.3 Listen to the second part of the interview and tick the points below which Sandra makes.

- People are very loyal to successful brands.
- Even successful brands are seen as just a product or a service.
- Apple was popular because it wasn't a big corporation.
- Apple customers felt that the Mac was an easy product to use.

C 1.4 Listen to the example Sandra gives of how Wolff-Olins helped a company with its branding and answer these questions.

- What was the company?
- What is its business sector?
- What advice did they receive?