

Exercises

21.1 Find a word in the text opposite that matches each definition below. The words appear in order.

- 1 given free _____
- 2 improved _____
- 3 easy to remember _____

Now do the same for the words in 'Brands: aims, advantages and strategies' opposite.

- 4 change from one thing to another _____

21.2 Complete the definitions with the words in the box.

association awareness equity *image*
leader loyalty manager stretching

- 1 brand *image* = the ideas and beliefs that people have about a brand
- 2 brand _____ = a person who is in charge of developing and selling a brand
- 3 brand _____ = the brand that has the largest number of sales in its product category
- 4 brand _____ = the support that people give to a brand by continuing to buy it rather than changing to other brands
- 5 brand _____ = the value of the brand on the balance sheet of the company
- 6 brand _____ = using a successful brand name to sell new types of products
- 7 brand _____ = what people think of when they see or hear the name of a brand
- 8 brand _____ = the degree to which people know about a brand

21.3 Find a 'brand ...' phrase from the previous exercise with a similar meaning to:

- 1 brand recognition _____
- 2 brand extension _____

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

best-selling economy *exclusive* favourite
leading luxury traditional upmarket
upscale value-for-money well-known

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

21.5 Fill in the missing letters. All the words describe features.

“Have you seen this amazing camera? It uses an ¹inn _____ ive lens mechanism to get 6x optical zoom. That's amazing! It's ²fu _____ y auto _____ c, and has a ³bu _____ t-in flash. It's also one of the most ⁴p _____ table cameras I've ever seen – it's so ⁵co _____ ct that it easily fits in a shirt pocket. It uses own-brand, ⁶rech _____ able batteries. It's a really ⁷we _____ -m _____ e, ⁸st _____ -of-the-a _____ piece of kit.”

“I've seen an ⁹integr _____ d fridge-freezer that I'm thinking about buying. The shelves are ¹⁰adj _____ able and it's very ¹¹e _____ to cl _____ n. It comes with an ¹²opt _____ al icemaker. It's ¹³en _____ y-eff _____ nt, so it will be ¹⁴ec _____ ical to run, and they say the materials can be ¹⁵rec _____ ed later, so that makes it very ¹⁶env _____ ally f _____ ly. It's made by a ¹⁷rel _____ le manufacturer, and it's ¹⁸a _____ able in a r _____ of colours.”

“I want a pair of ¹⁹high-per _____ ce sneakers. They have to be ²⁰waterp _____ f. Also, I do a lot of jogging and I don't want to injure my knees. So, the soles should be really ²¹hi _____ -t ch – you know, ²²sh _____ k-abs _____ bent as well as being ²³h _____ d-w _____ ring. And I don't want just a ²⁴sta _____ d pair – my friends would just laugh at me. No, they have to be really ²⁵styl _____ – in fact it would be good if they were a ²⁶lim _____ ed edition.”

“I'd like to get a cordless phone for my study. I want a really ²⁷u _____ r-fr _____ ly one, with a ²⁸l _____ g-la _____ ing battery. I will probably add more handsets later, so it has to be ²⁹exp _____ able, and it would be good to have a ³⁰one-t _____ ch speakerphone in the base for when I'm working at my desk.”

21.6 Match products 1–4 with their packaging a–d. The underlined vocabulary refers to packaging. Check any unknown words in a dictionary.

- 1 some ceramics bought from an open-air market
- 2 recordable DVDs
- 3 meat bought from a supermarket
- 4 a small quantity of paracetamol tablets

- a They come in a blister pack, which is itself packaged in a box (= carton) made of paperboard (thinner than cardboard). ☐
- b This sits in a cardboard tray, covered by transparent cellophane. It has a label that shows the 'display until' date and the 'use by' date (or 'best before' date). ☐
- c Each one comes in a plastic case, but usually you buy several in a shrink-wrapped pack. ☐
- d These were wrapped in bubble wrap to protect them, and this was held in place with gaffer tape (a type of duct tape). ☐

See page 148 for some discussion topics.