

## Branding

**A. Listen to the definitions and choose the correct answers:**

- |               |                 |              |             |
|---------------|-----------------|--------------|-------------|
| a – awareness | c – loyalty     | e – identity | g - premium |
| b – economy   | d – positioning | f – image    |             |

**B. Match the advice for building a brand with the statements below**

1 – Decide on your brand's target audience 2 – Define your brand's mission statement 3 – Research brands in the same industry niche 4 – Outline the key benefits and qualities your brand will offer 5 – Create a brand logo and tagline 6 – Form your brand voice 7 – Integrate your brand into every part of the business	A – Everything from your brand's logo to its personality should reflect your aim. B – hire a professional creative agency to help you build your brand. C – The key is about being specific. Figure out what your consumer's lifestyles and behaviours are like. D – Think about what value you can provide to improve customer's lives. E – This is how you will communicate with customers, and how they will respond to you. F – You need to make your brand stand out. Know what the big brands are doing but don't try to copy them exactly. G – Your brand should be visible and be reflected in everything that is seen, heard or read by your customers.
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**C. Listen to the information about Nike and fill in the table:**

Logo designed by	
Logo price	
The brand's first name	
The brand founded by	
Date founded	
Number of sold items during the first year	
First year sales revenue	
Revenue in 2017	
Year's growth in %	
2017 marketing expenses	
People used in advertisements	
Ads focus on	
Nike's innovations	
Additional items sold	
Brands owned	
Year of website launch	

## Market research

### A. Read the text and choose the correct heading for each paragraph:

- a. Exploiting new market opportunities
- b. Improving return on investment
- c. Forecasting
- d. Reducing the level of risk
- e. Understanding the market

#### Reasons for doing marketing research

1. \_\_\_\_\_

In a hypercompetitive environment, organizations need to have a clear understanding of the dynamics of the market(s) in which they currently operate. This understanding needs to encompass:

- ◇ current customers
- ◇ current competitors
- ◇ potential customers
- ◇ potential competitors
- ◇ the impact of macro environmental forces

It is only through understanding, or at least attempting to understand, such diverse groups that an organization can be both proactive and reactive to changing circumstances.

2. \_\_\_\_\_

Marketing research provides a systematic approach to the creation of information that will improve forecasting potential. For instance, there is little value in a company producing millions of a particular toy if the market research suggests it will only sell a few thousand. Of course, the situation may change, especially if word of mouth builds the profile and it becomes a major success within the marketplace. However, if the initial marketing research indicates a lower market penetration, it would be unwise for the company to produce large volumes. The product will simply be stockpiled in a warehouse, depreciating in value while incurring warehousing costs.

3. \_\_\_\_\_

Companies should continually seek to improve their bottom-line performance. In other words, they need to use their resources both efficiently and effectively. Of course, that does not mean operating 'on the edge', with the absolute minimum of (for instance) human capital. That is a potentially high-risk scenario. However, companies should evaluate ways of improving return on investment. This is particularly the case where substantial funds have been invested in research and development to create the product (or service) in the first instance.

4. \_\_\_\_\_

Marketing research is not only about here and now problems. As we have already noted, it can be used for forecasting market demand. Moreover, it can be used to discover potential product and service gaps within the market.

5. \_\_\_\_\_

The development and subsequent introduction of new products and services can present significant financial and business risks to companies. Many companies have introduced new products only to find that they are poorly received in the marketplace and no amount of marketing spend will reverse their fortunes. In some cases, the company faces bankruptcy as a result. Marketing research might provide information on whether the product either has a market at all, or needs minor adjustments to meet market needs.

*From Foundations of Marketing by Jonathan Groucutt, pp. 67-68*

### B. True or False?

1. If companies do their initial forecasting and market research properly, they will always know whether a new product is going to be successful.
2. Companies shouldn't produce large quantities of a new product if initial research does not show a lot of interest in it.
3. Companies should not reduce their costs to a point where it risks damaging the company.
4. The more a company has invested in research and development for a new product, the more careful it needs to be about checking the return on its investment.
5. If a product is not popular when it first appears, it's always a good idea to spend more on marketing

**C. Match the words from the text to get collocations:**

- |                 |                                |
|-----------------|--------------------------------|
| 1. to operate   | a. resources                   |
| 2. to react     | b. in a market                 |
| 3. to use       | c. new products                |
| 4. to invest    | d. to a situation              |
| 5. to forecast  | e. demand                      |
| 6. to discover  | f. a lot of money on marketing |
| 7. to introduce | g. in research and development |
| 8. to spend     | h. gaps in a market            |

**D. Match the words from the text to get collocations, then match them to their definitions:**

**Example:** market → penetration → the extent to which a product has entered the market (1-c-F)

- |                        |                           |                                                                    |
|------------------------|---------------------------|--------------------------------------------------------------------|
| 1. <del>market</del>   | a. spend                  | A. current challenges and difficulties                             |
| 2. bottom-line         | b. capital                | B. a company's profitability                                       |
| 3. human               | c. <del>penetration</del> | C. a company's staff/personnel                                     |
| 4. high-risk           | d. performance            | D. the amount of money spent on marketing                          |
| 5. here and now        | e. gaps                   | E. a possible dangerous situation in the future                    |
| 6. product and service | f. problems               | F. <del>the extent to which a product has entered the market</del> |
| 7. marketing           | g. scenario               | G. parts of the market where a demand is not being met             |

**E. Listen to the conversation between Tom, a marketing student and intern at a large chocolate manufacturing company, and Carla, the marketing manager. Carla will be talking about different stages of the marketing research process. List the stages (7).**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_

**F. True or False?**

1. Tim has had experience of designing research questionnaires.
2. The process of marketing research begins with designing a questionnaire.
3. Carla says that companies aren't always able to do market research.
4. Carla's company did some early research on their non-melting chocolate bars in order to beat their competitors.
5. Carla's company sometimes uses outside market research companies.
6. Carla says that questionnaires sent on the internet are more reliable and accurate than those carried out on the phone or by post.
7. Carla's company carries out direct research in supermarkets.
8. In Carla's company, the research report is only used by the marketing department.