

# BRANDS AND MARKETING

## 1. Vocabulary practice

### A Match these word partnerships to their meanings.

- |                       |   |            |    |   |
|-----------------------|---|------------|----|---|
| B<br>R<br>A<br>N<br>D | 1 | loyalty    | a) | the title 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 (or its logo and slogan) |

- |                                 |    |             |    |  |
|---------------------------------|----|-------------|----|--|
| P<br>R<br>O<br>D<br>U<br>C<br>T | 6  | launch      | f) | the set of products made by a company                |
|                                 | 7  | lifecycle   | g) | the use of a well-known person to advertise products |
|                                 | 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  |

- |                            |    |            |    |  |
|----------------------------|----|------------|----|--|
| M<br>A<br>R<br>K<br>E<br>T | 11 | leader     | k) | the percentage of sales a company has                    |
|                            | 12 | research   | l) | customers of a similar age, income level or social group |
|                            | 13 | share      | m) | the best-selling product or brand in a market            |
|                            | 14 | challenger | n) | information about what consumers want or need            |
|                            | 15 | segment    | o) | the second best-selling product or brand in a market     |

### B Complete these sentences with word partnerships from Exercise A.

- B R A N D**
- No one recognises our logo or slogan. We need to spend more on advertising to raise brand awareness.
  - Consumers who always buy Sony when they need a new TV are showing .....
  - A fashion designer who launches his or her own perfume is an example of .....
  - The ..... of Mercedes-Benz is such that its products are seen as safe, reliable, luxurious, well made and expensive.

- P R O D U C T**
- George Clooney advertising Nespresso is an example of .....
  - A ..... consists of introduction, growth, maturity and decline.
  - Tesco's wide ..... means that it appeals to all sectors of the UK market.
  - The use of Aston Martin cars and Sony computers in James Bond films are examples of .....

- M A R K E T**
- Microsoft is the ..... in computer software.
  - In countries with ageing populations, the over-60s age group is becoming an increasingly important .....
  - Pepsi is the ..... in carbonated soft drinks.
  - Focus groups and consumer surveys are ways of conducting .....

## 2. Listening practice – Successful brands

### A CD12 Chris Cleaver is Managing Director, Business Brands at Dragon Brands. Listen to the first part of the interview and tick the points that he makes.

A brand ...

- helps people to become familiar with a product.
- gives a product an identity.
- increases the sales of a product or service.
- enables the target consumer to decide if they want the product or not.

### B CD1.3 Listen to the second part of the interview and answer the question.

What is the main function of a brand?

### C CD1.4 Listen to the final part. In which two ways has Chris Cleaver's company helped Nokia?

### 3. Marketing strategies.

#### A.

#### Offline vs. online marketing

Study the following methods of marketing and complete the definitions below:

a company blog	billboard advertising	cold calling
email marketing	pay-per-click advertising	search engine optimization (SEO)
social media marketing	viral marketing	word of mouth

1. \_\_\_\_\_ advertising your product on large, outdoor posters
2. \_\_\_\_\_ an internet advertising model in which advertisers pay only when somebody clicks on their ad
3. \_\_\_\_\_ a website which publishes regular information, opinions, etc. related to a particular business
4. \_\_\_\_\_ using websites like Facebook and Twitter as marketing tools
5. \_\_\_\_\_ using special strategies to get a high-ranking position in search engines (Google, Yahoo!, Bing, etc.)
6. \_\_\_\_\_ a form of direct marketing which uses electronic mail for communicating commercial messages
7. \_\_\_\_\_ getting internet users to market a product or service on their own by telling their friends
8. \_\_\_\_\_ recommendations by satisfied customers to potential customers
9. \_\_\_\_\_ trying to sell to somebody on the telephone who is not expecting contact from you


#### B. Match the underlined words/phrases to their meanings:

1. "Pay-per-click advertising is a low-cost method of targeting potential customers."
  2. "Email marketing allows us to build customer loyalty."
  3. "Our company blog helps us connect with people in our niche."
  4. "Cold calling is a waste of time. We no longer use it to contact prospects."
  5. "The biggest advantage of billboard ads is their visibility."
  6. "SEO is a great way of driving traffic to our website and generating leads."
  7. "Social media marketing helps us gain more exposure through word of mouth."
  8. "Viral marketing gives us the best ROI. Considering the low cost of producing a short video clip, it's really worth it."
- a. creating potential customers
  - b. directing marketing activities towards
  - c. keep customers coming back
  - d. potential customers
  - e. reach more people
  - f. return on investment
  - g. the ability to be seen
  - h. the segment of the market that a company is focussing on

#### 4. *Listening practice – meetings*

**A**  CD1.5 Four marketing executives at a sports sponsorship agency are talking about finding a new sponsor for their client, a well-known media company. Listen to the conversation and answer the questions.

- 1 Why does the client want to change the sport they sponsor?
- 2 Which four sports do the executives consider?
- 3 Which sport does Mario suggest? Why does he suggest it?
- 4 What must David do before he contacts Larry Harrington's agent?

**B**  CD1.5 Listen again and complete the extract.

Joy Well, there are several possibilities. ....<sup>1</sup> ice hockey? It's an incredibly fast, exciting sport, it's very popular in America and in a lot of European countries.

David OK, that's a possibility. ....<sup>2</sup>, Natasha? Would ice hockey be a good choice?

Natasha Mmm, ....<sup>3</sup>. It's not really an international sport, is it? Not in the same way as baseball, for example, or ... tennis.

David .....<sup>4</sup> – baseball's got a lot more international appeal, and it's a sport that's got a good image. I don't know about tennis – I'm not sure it would be suitable. Mario, ....<sup>5</sup>?

Mario .....<sup>6</sup>, motor racing would be perfect for our client. It's fast, exciting, and the TV coverage of Formula One races is excellent. They would get a lot of exposure, it will really strengthen their image.

David That's a great idea, Mario. ....<sup>7</sup> get in touch with Larry Harrington's agency and see if he's interested? Harrington's young, exciting – he'd probably jump at the chance to work with our client. They're a perfect match. But first I must check with our client and make sure they're happy with our choice.