



Lesson 1.
Brands

“Truly great brands are more than just labels for the products.” — Tony O'Reilly

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

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

Value for money
top of the range
reliable

luxurious
durable
stylish

timeless
inexpensive
fashionable

well-made
cool
sexy

- Why do people buy brands?
- Why do you think some people dislike brands?

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- How loyal are you to the brands you have chosen?
For example, when you buy jeans, do you always buy Levi's?

2. A recent survey named the brands below as the world's most valuable brand. Identify them, their industry, and their ranking.



Microsoft



TOYOTA





3. (1.1) Listening

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

Useful Vocabulary

pro-brand
branded
stylish
impress
free advertising

advertising hype
fed-up
genuine
value for money
inflated prices

4. Reading

Apple Inc. is one of the world's best-known and perhaps favourite companies. It has earned the reputation as being an innovative leader in the fields of personal computers, software, music players, mobile phones and digital music distribution. The company was started by Steve Jobs and Steve Wozniak in 1976. In 2010, it became the world's most valuable computer company. Apple has succeeded by providing consumers with high quality, groundbreaking products. Almost everything Apple produces creates a media frenzy. The brand loyalty the company enjoys is the envy of any business. The company's product range is a list of stunning commercial successes, from the iMac to iTunes, the iPod, iPad and iPhone. 'Fortune' magazine says Apple is the world's most admired company.

Comprehension

1. What is the brand image of Apple?
2. Are you surprised Apple is the number one brand?
3. Do you like Apple products? Why or Why not?
4. Why are Apple's products so desirable?
5. Who are Apple's main rivals and how much of a threat are they to Apple?
6. Is Apple a luxury goods brand?
7. What does it take to be the number one brand?
8. What company is comparable to Apple in your country?
9. What do you think of the word 'apple' as the name of a tech company?

5a. Match these word partnerships to their meanings.

BRAND

1. Loyalty
2. Image
3. Stretching
4. Awareness
5. Name

- a. The name given to a product by the company that makes it
- b. Using an existing name on another time of product.
- c. The ideas and beliefs the people have about a brand.
- d. The tendency to always buy a particular brand.
- e. How familiar people are with a brand.

3b. Match these word partnerships to their meanings.

PRODUCT

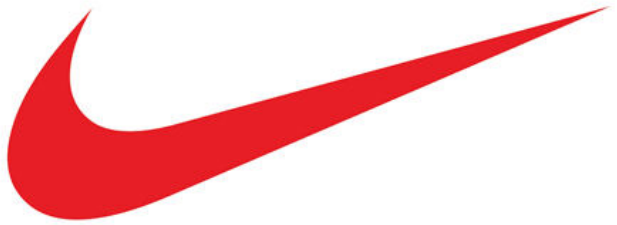
1. Launch
2. Lifecycle
3. Range
4. Placement
5. Endorsement

- f. The set of products made by a company.
- g. The use of a well-known person to advertise a product.
- h. When products are used in films and TV programmes.
- i. The introduction of the product to the market.
- j. The length of time people continue to buy a product.

6. Complete the sentences with the partnerships from the previous exercise.

1. The creation of Virgin Cola, Virgin Air, Virgin Rain and Virgin Bride is an example of
2. Consumers' who always buy Levi's when they need a new pair of jeans are showing
3. Not enough people recognize our logo; we need to spend more on raising
4. David Beckham advertising Vodafone is an example of
5. A Consists of introduction, growth, maturity and decline.
6. The use of BMW cars and Nokia phones in James Bond films are examples of

BASIC BRAND ELEMENTS



JUST DO IT.[®]

Basic brand elements: name, logo, tagline, slogan

Type of brands: premium brand, store brand, generic brand, name brand, service brand

Additional terms: brand awareness, brand image, brand loyalty, brand extension

EXPRESS YOURSELF

1. What are some brands from your country with high brand awareness? What type of products are they? What are the taglines of these products?
2. What are some brands with a well-known logo? What do you think are the most recognized logos worldwide?
3. What are some premium brands you know? What qualities do they have? What sets them apart from the competition?
4. Do you buy generic brands? What type of products do you buy generic brands for? What type of products do you buy brand names for? Why?
5. Describe the brand image of the following brands: Red Bull, Pepsi, Nintendo, Victoria's Secret, Chanel, Hyundai, McDonald's, Subway
6. Do you have brand loyalty to certain brands? Which brands? Why do you have brand loyalty to these brands? What is the brand image of these brands?



7. (1.2) Listening

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

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



7. (1.3) Listening

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

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



7. (1.4) Listening

1.4 Listen to the example Sandra gives of the Wolff–Olins helped a company with it's branding and answer these questions.

1. What was the company?
2. What is the business sector?
3. What advice did they receive?



6. Essential brand vocabulary

<http://www.stgeorges.co.uk/blog/marketing-for-english-brand-awareness>

Discuss the article.