

Brands

'Products are made in the factory, but brands are made in the mind.'
 Walter Landor (1913–1995), branding pioneer

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Hudson Corporation



STARTING UP

A

Work with a partner. List some of your favourite brands. Then answer these questions.

1 Do you / Would you buy any of the following brands? Why? / Why not?

Coca-Cola	Ikea	Microsoft	Tesco	Chanel
IBM	General Electric	Virgin	Nokia	Kellogg's
Toyota	Google	Intel	Samsung	Ford
McDonald's	Mercedes-Benz	Disney	Marlboro	China Mobile

2 Which of the brands above do you think feature in the top-ten Interbrand list in both 1999 and 2007? (Check your answer on page 134. Are you surprised?)

3 Pick some of the brands above which interest you. What image and qualities does each one have? Use these words and phrases to help you.

value for money	upmarket	timeless	well-made	classic
durable	inexpensive	cool	reliable	stylish
fashionable	sexy	sophisticated	fun	

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

5 Why do you think some people dislike brands?

B

CD1.1 Listen to two speakers talking about brands. What reasons does each person give for liking or disliking brands? Which person do you agree with?

VOCABULARY
Brand management

A Match these word partnerships to their meanings.

**B
R
A
N
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) |

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|----------------|---|
| 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
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|---------------|---|
| 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
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- 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

C Discuss these questions.

- What are the advantages and disadvantages for companies of product endorsements?
- How can companies create brand loyalty?
- Can you give any examples of successful or unsuccessful brand stretching?
- Think of a cheap or expensive idea for a product launch.
- What other market segments can you identify (e.g. young singles)?
- What action can companies take if they start to lose market share?

See the **DVD-ROM** for the *i-Glossary*.

LISTENING

Successful brands



Chris Cleaver

Watch the interview on the DVD-ROM.



A CD1.2 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 ...

- 1 helps people to become familiar with a product.
- 2 gives a product an identity.
- 3 increases the sales of a product or service.
- 4 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?

D Think of three brands you really like and discuss what 'appealing and persuasive' ideas they communicate to you.

READING

Building luxury brands

A What is the brand image of Dior?

B Skim the article on the opposite page quickly and say which of the following points are mentioned:

- 1 The high profit margins on bags
- 2 Investing in markets that may take some time to grow
- 3 People are ready to pay a lot of money for very high-quality things because they are beautiful.
- 4 Building customer loyalty through ready-to-wear

C Read the article and complete the notes in the maps below. Then correct the ten mistakes.

