

10 Branding

Vocabulary

Branding expressions

1 Find 4 words which can go before 'brand' and 4 words which can go after it and put them in the spaces. Some letters have been given to help you.

- | | |
|------------|------------|
| 1 o _____ | 5 i _____ |
| 2 m _____ | 6 a _____ |
| 3 lu _____ | 7 p _____ |
| 4 li _____ | 8 ex _____ |



2 Look at this extract from a presentation by the marketing manager of a frozen food company and complete the gaps using the expressions relating to branding from exercise 1.

As you know, our main target for this year is to improve our brand **1** _____ as we feel most consumers haven't heard of us, and we are not well-known in our target market. Although we produce a lot of frozen food products for the supermarkets, this is labelled as their **2** _____ brand, so our name is not recognised as a **3** _____ brand. The brand **4** _____ we'd like to project is one of quality and also good value for money, so not a **5** _____ brand at present. We're also thinking about brand **6** _____ – how will our brand fit in with the competition? What are the main benefits of buying our product? We feel, as our brand becomes more well-known, we could look at some brand **7** _____, perhaps moving into other frozen foods, frozen fruit and vegetables for example. If this is successful, we could even look at offering this as a **8** _____ brand for other companies to produce for us. However, that's a long way off and would probably give us the possibility to do some further brand **9** _____ to open up new market sectors. As I said, our main focus at present is to make sure more people recognise our name and this will have the added benefit of raising our brand **10** _____ – how much the customers value our brand, how well they know us and want to choose our products over our competitors.

Describing brands and products



1 Complete the sentences with the words below.

extensions assets gross revenues boost beyond
attributed to transmit perceptions

- Television advertising is the best way to _____ the image of the brand to our target audience.
- Texas Instruments was able to cut its customer waiting time, which improved customer _____ of poor service.
- Online marketing has led to McMahon increasing its _____ by 3 percent over the last six months.
- Our latest marketing campaign aims to go _____ the basic features and emphasise the real lifestyle benefits of the product.
- One of their biggest _____ is the customer base they have built up through marketing campaigns.
- The brand's strength can be _____ the traditional values and luxury lifestyle that it represents.
- We see our brands as _____ of our products – they represent our company in the marketplace.
- The new group has made brands available exclusively for the Chinese market, which should _____ sales.

2 Use the clues to find the words.

- Relating to things you can see or touch. _____ (8 letters)
- Not expensive. _____ (10 letters)
- Relating to or representing a set of beliefs or a way of life. _____ (6 letters)
- Energetic, exciting and full of enthusiasm. _____ (7 letters)
- Feeling happy and comfortable. _____ (7 letters)
- Simple, without a lot of extra decoration. _____ (13 letters)
- Making you feel hopeful or encouraged. _____ (13 letters)
- Able to be used for many different purposes. _____ (9 letters)

3 Look at the following advertisement for a new range of clothing. Choose the best word for each gap from the choices below.

Our new range of eveningwear is full of vibrant
 1 _____ which will lift your mood on those cold
 winter nights. The range has plenty of variety, offering
 you 2 _____ and inspirational 3 _____
 which allow you to 'mix and match' so you can make lots
 of outfits from just a few items. Add to any of the outfits
 with our matching range of accessories – belts, jewellery
 etc. to 'dress up' or 'dress down' for any occasion. The
 pieces have a 4 _____ and 5 _____ which
 will look just as good in a sophisticated restaurant or
 night club as dining in with friends. What's more, we
 haven't forgotten your 6 _____ – we know you
 want to look and feel great wearing our clothes – that's
 why they come in a wide range of sizes to suit everyone.
 Last, but not least, our style is 7 _____ – prices
 start from just €55. So, go ahead – treat yourself to this
 8 _____ from City. We know you'll find the
 perfect option for your perfect look this winter.



- | | | |
|------------------------------|--------------------------|--------------------|
| 1 A pleasure | B colours | C look |
| 2 A versatile | B changeable | C efficient |
| 3 A combinations | B pleasure | C feelings |
| 4 A versatile | B efficient | C relaxed |
| 5 A uncomplicated
comfort | B uncomplicated
style | C basic style |
| 6 A physical clothes | B physical style | C physical comfort |
| 7 A priceless | B valuable | C affordable |
| 8 A iconic look | B iconic comfort | C versatile spirit |

4 In each sentence there is one incorrect word. Underline the incorrect word and write the correct form at the end of the sentence.

- Our latest swimwear designs were inspired from the fabrics and colours of the Orient. _____
- The fabric ropes on our sandals are hard-wearing and comfortable. _____
- The base texture of the shoe is based on the rice grain format. _____
- The shoe's distinctive shape and strong emphasis on comfort are its unquestionable features. _____

Review!

38 Listen to track 38 which is from the Student's Book. Notice how the manager uses language to direct and persuade her staff.

The language of persuasion

1 Look at the following sentences. First, underline the stressed words and then mark the pauses with a |. Remember, pausing can be powerful and persuasive.

Example: We don't just offer any service. We offer the best service.

Example: We don't just offer any service. | We offer the best service.

- 1 This is not just a good team. This is a fantastic team.
- 2 Yes, we want the business, but we need to deliver on time.
- 3 The product won't be an average product. It will be a superb product.
- 4 This is not just ordinary customer service. This is excellent customer service.
- 5 Yes, the deadline is important, but quality is more important.
- 6 This is no ordinary sales campaign, this is revolutionary.
- 7 People don't just buy our products for what they do, they're buying a lifestyle.
- 8 Yes, we want to be first in the market, but not if the quality suffers.

39 Now, listen and check your answers. Finally, listen and try to match the model.

Using if to persuade and direct staff

1 Look at the following sentences and put them in the table according to how if is being used.

if to be conditional	if to persuade / direct

- 1 We can't produce any more if we don't have enough raw materials.
- 2 If you could try to keep your work area tidy, it would be appreciated.
- 3 If I walk into reception, I want to see someone there to welcome me.
- 4 If you see Johan, tell him I've finished.
- 5 If I'm talking to customers, I always use 'Mr' or 'Mrs'.
- 6 If we don't hurry up, we're not going to be ready on time.
- 7 They'd replace the equipment if they had a bigger budget.
- 8 I always try to sound polite and friendly if I'm dealing with customers.

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2 Change the written instructions into 2 possible spoken forms, using if.

Example: Staff need to use the company name when they answer the phone.

- a If you answer the phone, you need to use the company name.
- b If I'm answering the phone, I always use the company name.

- 1 Staff need to greet visitors when they are working on the front desk.
 - a If you're _____, _____.
 - b If I'm _____, _____.
- 2 The sales team need to emphasise the benefits when they are selling a new product.
 - a If you're _____, _____.
 - b If I'm _____, _____.
- 3 The customer services team need to check the customer is happy when they make a follow-up call.
 - a If you're _____, _____.
 - b If I'm _____, _____.
- 4 Staff need to book the room in advance when they are arranging a meeting.
 - a If you're _____, _____.
 - b If I'm _____, _____.

40 Now listen and check your answers.

CEF Can Do statements

Now you have completed the exercises in this unit, read the following statements. Tick the boxes that apply to you.

	Yes, I can do this.	I think I need more practice.
1 I can use a range of expressions and vocabulary to describe brands and products.	<input type="checkbox"/>	<input type="checkbox"/>
2 I can use appropriate language to persuade and direct people in business situations.	<input type="checkbox"/>	<input type="checkbox"/>

If you need more practice on points 1–2, check your Student's Book:

- 1 Lesson 10.1, 10.2
- 2 Lesson 10.3

Make a note of the areas you need to practise more and how to do this.