**VOCABULARY UNIT 3.1 and BRANDING**

Resistant

To trigger

Wrap rage

To underlie

To suffer from sth.

Intense

To struggle

Child-proof

Carton

To attempt

Price tag

Brand awareness

Brand identity

Brand equity/value

Loyalty

Mission statement

Niche market

Brand logo and tagline

To determine a brand identity

Promotion and advertising

An advert/TV commercial