



Branding

Lesson code: TXNJ-45R9-ID5P

INTERMEDIATE+

 British English

1 Warm-up

When you buy a product, do you buy a particular brand?

2 Brand names

Work in pairs or small groups. What do you think about the brands below? Do you have positive or negative thoughts?

1. Amazon
2. Skype
3. Microsoft
4. Volkswagen
5. Google
6. Apple
7. Facebook

3 Key branding terms

Complete the definitions with the correct words below.

awareness
loyalty

economy
positioning

identity
premium

image

1. brand _____ : a customer's ability to recognise a brand and connect it to its products
2. brand _____ : a customer's real view of a brand
3. brand _____ : what a company wants a customer to think about a brand
4. brand _____ : a customer's habit of always buying the same product
5. brand _____ : how a product is marketed compared to similar products offered by other companies
6. an _____ brand: a brand known for low prices
7. a _____ brand: a brand known for good quality and high prices



4 Building a brand

Match the advice for building a brand to the statements below.

1. Decide on your brand's target audience.
 2. Define your brand's mission statement.
 3. Research brands in the same industry niche.
 4. Outline the key benefits and qualities your brand will offer.
 5. Create a brand logo and tagline.
 6. Form your brand voice.
 7. Integrate your brand into every part of the business.
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- a. Everything from your brand's logo to its personality should reflect your aim.
 - b. Hire a professional creative agency to help you build your brand.
 - c. The key is about being specific. Figure out what your consumer's lifestyles and behaviours are like.
 - d. Think about what value you can provide to improve customer's lives.
 - e. This is how you will communicate customers, and how they will respond to you.
 - f. You need to make your brand stand out. Know what the big brands are doing but don't try to copy them exactly.
 - g. Your brand should be visible and be reflected in everything that is seen, heard and read by your customers.

Now, look at the underlined words in the exercise. Use them to complete the sentences below.

1. Part of the brand's success is its memorable _____ .
2. The company has managed to find its _____ in a very competitive market.
3. The company's _____ is clear. They want to be the future of software design.
4. Your _____ will show your brand's personality.
5. The company clearly knows that their _____ is young adults.

5 Discussion

Answer the questions below in pairs or small groups.

1. Do you have a favourite brand? What is it?
2. What brands do you think have good adverts?
3. Do you think buying brands is a waste of money? Why or why not?



6 Case study: Nike

Listen to the audio about the brand Nike. Fill in the gaps in the table below.



Nike	
Year founded	25th of January 1964
Amount the Nike logo was bought for	1. _____
Money made in first year of business	2. _____
Money made in 1965	3. _____
Revenue in 2017	\$36 billion
Money spent on advertising in 2017	4. _____

Now, listen to the audio again and answer the questions below.

1. What was the name of the company before it was Nike?
2. What is the company's growth each year?
3. Apart from celebrities, what other group of people does Nike use in its adverts?
4. What did the company spend money on before its competitors?
5. What do Nike's adverts try to inspire their consumers to do?
6. What other brand does Nike own?

7 Practice

Work in pairs or small groups. You are going to create a new brand of chocolate bar. You will need to think about the things below.

1. The name
2. The price
3. The tagline
4. What it will look like
5. Who your target audience is
6. Your brand identity

