

E1.

Complete the phrases.



Use the words provided.

- 1 a of shops
- 2 a of things like doors and windows
- 3 the that a company makes
- 4 an in a magazine or on TV
- 5 the that a company tries to sell to
- 6 the that people prefer to buy
- 7 the that a company uses to identify itself
- 8 an that a company shows to the public
- 9 a who buys goods or services

product

image

logo

manufacturer

consumer

target market

brand

advertisement

chain

E2.

Choose the correct word.



1 This shop is one of a – there are over 30 in this country.

2 I love that company's new TV .

3 Some of the best-known car are Korean.

4 The marketing department designed a new to put on their products.

5 Our company is launching a new next week.

6 Many companies support a charity – it improves their .

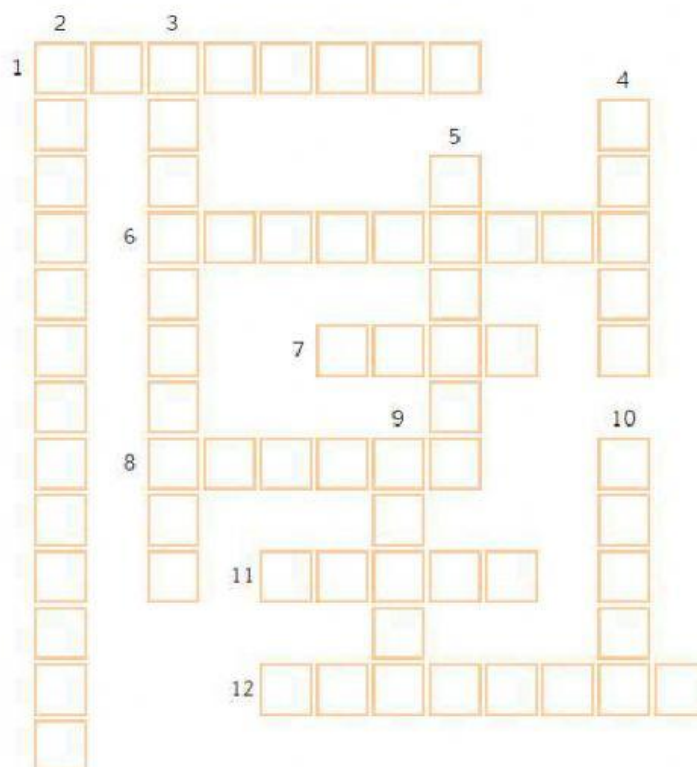
E3. Complete the sentences.
Choose from the expressions.

a big name call him names stage name you name it
what's-his/her-name named the day the name of the game
made a name for himself

- 1 I eat everything – _____, I'll eat it!
- 2 Nobody knew him ten years ago, but he soon _____
for himself as an actor.
- 3 They're engaged to be married but they haven't _____
yet.
- 4 You've probably never heard of Peter Gene Hernandez, but his
_____ is Bruno Mars.
- 5 Go and talk to that boy – um, _____, you know,
the new guy.
- 6 Well if you want to play, you have to train too – sorry but that's
_____.
- 7 It's so childish, I think, when kids at school _____
other kids _____.
- 8 Everyone knows who she is – she's a _____ in
this country!

E4.

Complete the Crossword.



- 1 'Monkey' is not an _____ name in Denmark.
- 2 I want to sell my laptop, so I'm going to put an _____ in the school magazine.
- 3 You need your parents' _____ to go on the school trip.
- 4 The girl tried to _____ in with her new friends by listening to the same music as them.
- 5 It's a very expensive car – the _____ market is super rich people.
- 6 I won my first prize today, so it's a _____ day for me!
- 7 The company puts its _____, a big tick, on all of its shoes.
- 8 Their advertising had a big _____ on young people.
- 9 It's one of a _____ of 120 shops all over the country.
- 10 The company is trying to improve its _____.
- 11 This isn't my usual _____ of toothpaste.
- 12 All you do is buy things – you're a real _____, aren't you?

5 ★★ Answer the questions.

- 1 What was the most memorable day of your life?

- 2 What is your favourite brand of clothes? Why?

- 3 Can you name a song, or film, that has had a big impact on you? What impact did it have?

- 4 Have you (or anyone you know) got something that is unique? What is it?

- 5 Who is the biggest name in sport in your country?

- 6 What is the best chain of shops in your country?
