

Use the word given in capitals to form a word that fits the gap.

THE NAMING OF PRODUCTS



International companies are finding (1) _____ [INCREASE] important to develop brand names that can be used in a wide range of countries. A product with a single, (2) _____ [UNIVERSE] recognised name can lead to major (3) _____ [save] in production and (4) _____ [PROMOTE] costs – especially now that world (5) _____ [ADVERTISE] is a (6) _____ [REAL] in such contexts as major sporting events.

It is said that more time is (7) _____ [ACTUAL] spent deciding the name of a product than on its (8) _____ [DEVELOP]. Thousands of possible names may need to be investigated to find one that is internationally (9) _____ [ACCEPT].

An (10) _____ [INDICATE] of the scope of the problem can be seen from the experience of Dunlop, who spent over two years (11) _____ [SUCCEED] researching a name for a new tyre. They then launched an international (12) _____ [COMPETE] amongst their employees, receiving over 10,000 entries. Around 300 names selected from the enormous number submitted – but not one was found to be (13) _____ [LEGAL] available in more than a small number of countries. Often companies end up with a name that is (14) _____ [USE] for legal or linguistic reasons. For example, a word may be (15) _____ [PRONOUNCE] in some languages; and there is always the danger of the name being the same as a word which is either (16) _____ [RELEVANT] or taboo.

Adapted from *The Cambridge Encyclopaedia of Language* by David Crystal