



Brand Management

1. Match these word partnerships to their meanings:

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| BRAND | 1. loyalty 2. image 3. stretching 4. awareness 5. name | a) the name given to a product by the company that makes it b) using an existing name on another type of product c) the ideas and beliefs people have about a brand d) the tendency to always buy a particular brand e) how familiar people are with a brand |
| PRODUCT | 6. launch 7. lifecycle 8. range 9. placement 10. endorsement | f) the set of products made by a company g) the use of a well-known person to advertise products h) when products are used in films or TV programmes i) the introduction of a product to the market j) the length of time people continue to buy a product |

2. Complete these sentences with word partnerships from exercise 1:

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| BRAND | 1. The creation of Virgin Cola, Virgin Air, Virgin Rail and Virgin Bride is an example of _____. 2. Consumers who always buy Levi's when they need a new pair of jeans are showing _____. 3. Not enough people recognise our logo; we need to spend a lot more on raising _____. |
| PRODUCT | 4. David Beckham advertising Vodaphone is an example of _____. 5. A _____ consists of introduction, growth, maturity and decline. 6. The use of BMW cars and Nokia phones in James Bond films are examples of _____. |