

Name: \_\_\_\_\_ Group Number: \_\_\_\_\_  
Date: \_\_\_\_\_

## Branding

1) Draw a line from each word on the left to a word on the right to make a word pair.  
There is one done for you as an example.

Competitive	Creating
Brand	Label
Private	Manager
Generic	Products
Co -	Selling Brand
Best -	Branding
Target	Brands
Rival	Audience
Range of	Brand
Premium	Brand
Branding	set



2) Choose the best word from the brackets ( ) to fill the gap.

a) Most companies decide to \_\_\_\_\_ their products or services by using a name. (Work / Create / Improve / Brand)

b) \_\_\_\_\_ can easily recognize the brand and the brand values. (Sellers / Buyers / Consumers)

- c) A \_\_\_\_\_ is the name given to a product or a range of products. (Brand Promise /Brand Name/ Brand Vision)
- d) The \_\_\_\_\_ is the legal protection for the brand. (Law / Trademark / Rules)
- e) A \_\_\_\_\_ is responsible for branding – creating, maintaining, and building a brand. (Marketer / Professional / Brand Manager)
- f) The \_\_\_\_\_ is the core concept which defines the brand. (Brand Definer / Brand Essence / Brand Promise)
- g) The brand \_\_\_\_\_ communicates where the brand is and where the brand can go. (Vision / Essence / Promise / Leader)
- h) A brand \_\_\_\_\_ is the best-selling brand in a particular market. (Vision / Essence / Promise / Leader)
- i) An \_\_\_\_\_ is a brand that is cheaper than its competitors. (Premium Brand / Economy Brand / No brand / Cheap brand)
- j) A \_\_\_\_\_ is a high-quality brand, more expensive than its competitors. (Expensive brand / Premium Brand / Powerful Brand / Cheap Brand)

3) Write one word in each gap to complete the text. The first letter in each word is given.

The Apple brand is today the brand **I** \_\_\_\_\_ in sales in the United States in the electronic devices sector. In a recent interview, it was learned that a large part of the company's customers buys these products because they consider that it is a **p** \_\_\_\_\_ brand, and that makes them feel special. They also say that the **e** \_\_\_\_\_ brands in the market do not make them feel special, so consuming products of this brand makes them feel somehow comfortable and identified.

After knowing what people think about the brand, we wanted to interview one of the managers of the company in the United States to know his vision about the company. The professional Carlos Smith said that the **b** \_\_\_\_\_ vision is to become the world market leader in this area by 2027, so they are working hard. This is more than remarkable,

since the vision of the brand by the American public is very positive. The brand **p** and brand **e** are very much identified with what Americans are looking for in a product such as a cell phone or laptop.

4) Choose a title from the options for each image:

- a) Brand Manager
- b) Co-branding
- c) No brand
- d) Brand Image



- Leadership
- Collaboration
- Integrity
- Accountability
- Passion
- Diversity

