

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 **l** _____ 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

The Coca-Cola logo, featuring the brand name in its iconic red script font.

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

