

**B
R
A
N
D**

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|---|------------|----|---|
| 1 | loyalty | a) | the title given to a product by the company that makes it |
| 2 | image | b) | using an existing name on another type of product |
| 3 | stretching | c) | the ideas and beliefs people have about a brand |
| 4 | awareness | d) | the tendency to always buy a particular brand |
| 5 | name | e) | how familiar people are with a brand (or its logo and slogan) |

**P
R
O
D
U
C
T**

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|----|-------------|----|--|
| 6 | launch | f) | the set of products made by a company |
| 7 | lifecycle | g) | the use of a well-known person to advertise products |
| 8 | range | h) | when products are used in films or TV programmes |
| 9 | placement | i) | the introduction of a product to the market |
| 10 | endorsement | j) | the length of time people continue to buy a product |

**M
A
R
K
E
T**

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|----|------------|----|--|
| 11 | leader | k) | the percentage of sales a company has |
| 12 | research | l) | customers of a similar age, income level or social group |
| 13 | share | m) | the best-selling product or brand in a market |
| 14 | challenger | n) | information about what consumers want or need |
| 15 | segment | o) | the second best-selling product or brand in a market |