

# HOW BRANDS INFLUENCE OUR THINKING

**1. Match the sentence beginnings (A-H) and endings (1-8) to complete each of the brand-building strategies.**

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|-------------------------------------------------|-------------------------------------------------------------------------------------------------|
| A. Foster loyalty by delivering...              | 1. ... a compelling story that shares values the targeted audience cares deeply about.          |
| B. Weave a genuine narrative by telling...      | 2. ... deep connections with customers through experiences that resonate on an emotional level. |
| C. Forge strong emotional bonds by nurturing... | 3. ... consistent quality and encouraging support from customers.                               |
| D. Strengthen relatability by showing...        | 4. ... to positive change in the world.                                                         |
| E. Align with social values by contributing...  | 5. ... a segment of the market with their needs and preferences.                                |
| F. Serve a niche by targeting...                | 6. ... consistent and meeting expectations.                                                     |
| G. Leverage market buzzwords by using...        | 7. ... how products have positively impacted the life of real customers.                        |
| H. Ensure reliability by being...               | 8. ... trendy terms that generate interest and increase brand visibility.                       |

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**2. Read the statements in ex. 1 again. Which three strategies contribute most to a brand's success? Give examples by considering popular brands.**

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**3. Read the text about a rising phenomenon among consumers, often referred to as the alone-together paradox. Complete the gaps with the correct form of five of the words in the box.**

align forge leverage loyalty narrative niche relatability weave

Brand-businesses are facing a growing trend where customers seek to minimize interpersonal interactions, particularly in service-related settings – a phenomenon known as the Hermit Consumer. However, despite this desire for disconnection, the human need for connection remains strong. If brands want to win customer \_\_\_\_\_, they must understand this alone-together paradox. The challenge lies in actively \_\_\_\_\_ a connection with consumers while respecting their new desires. The fast-food sector has managed to meet this preference by targeting the drive-thru \_\_\_\_\_. While consumers may prefer the solitude of their car, they still need to belong, but this “belonging” is done differently as customers seek to validate and share experiences of their drive-thru visits on social media. Along with the drive-thru, kiosks at fast food restaurants also \_\_\_\_\_ with the desires of the hermit consumer, allowing them to place an order on the screen, without the need to talk to anyone. By \_\_\_\_\_ technology, kiosks and drive-thrus have successfully managed to satisfy the dual need for disconnection and digital recognition.

Source: Branding Strategy Insider

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**4. Complete the statements with your own ideas.**

1. The Hermit Consumer phenomenon can also be seen...
2. When making a purchase, I feel anxious or pressured if...
3. Another way brands have adapted to changing consumer preferences to enhance customer loyalty is...
4. Between maximizing convenience or forging strong emotional bonds among customers, I'd rather brands...
5. When it comes to reliability, from my experience as a consumer, I'd say leveraging technology...

