DIGITAL MARKETING – COMPLETE THE TEXT

Instructions: Read the text and fill in the gaps using the words in the box. Use each word only ONCE.

WORD BANK

competitor · logo · values · product · pitch · target audience · slogan · customer · typography · brand · advertisement · USP · colour palette · brand personality · brand identity

Creating a New Brand

Imagine you want to start your own company. First, you need a _____ (1). This is the name of your company that people will remember.

Next, decide what _____ (2) you want to sell. For example, you could sell clothes, food, shoes or technology.

You also need to decide who you want to sell to. These people are your _____ (3). For example, your customers could be teenagers, football fans or adults.

Every company needs a _____ (4). This is a picture or symbol that represents the company.

You also need a _____ (5). This is a short sentence that people remember. For example, Nike uses "Just Do It".

The way your company looks is called its _____ (6). It includes the colours, fonts and images you use.

A _____ (7) is the group of colours you choose for your brand. For example, you could use red, black and white.

You also need to choose your _____ (8). This means the style of letters and fonts you use.

Every brand needs a _____ (9). Is your brand funny, friendly, cool, serious or exciting?

LIVEWORKSHEETS

Your company also has _____ (10). These are the important ideas that your company believes in, such as honesty, quality or respect.

Other companies that sell similar products are your _____ (11). You need to give people a reason to choose your company instead.

This reason is called your _____ (12). It explains what makes your product special or different.

To get people's attention, you can create an _____ (13). This is a picture or video that tells people about your product.

Finally, you need to prepare a _____ (14). This is a presentation where you explain your brand and try to convince people to choose it.

When someone buys your product, they become a _____ (15).

LIVEWORKSHEETS