

LANGUAGE-VOCABULARY

★★ Complete the phrases with the words in the list.

product | image | logo | manufacturer | consumer  
target market | brand | advertisement | chain

- 1 a \_\_\_\_\_ of shops
- 2 a \_\_\_\_\_ of things like doors and windows
- 3 the \_\_\_\_\_ that a company makes
- 4 an \_\_\_\_\_ in a magazine or on TV
- 5 the \_\_\_\_\_ that a company tries to sell to
- 6 the \_\_\_\_\_ that people prefer to buy
- 7 the \_\_\_\_\_ that a company uses to identify itself
- 8 an \_\_\_\_\_ that a company shows to the public
- 9 a \_\_\_\_\_ who buys goods or services

★★ Circle the correct options.

- 1 This shop is one of a *brand* / *chain* – there are over 30 in this country.
- 2 I love that company's new TV *logo* / *advertisement*.
- 3 Some of the best-known car *manufacturers* / *products* are Korean.
- 4 The marketing department designed a new *image* / *logo* to put on their products.
- 5 Our company is launching a new *target market* / *product* next week.
- 6 Many companies support a charity – it improves their *consumer* / *image*.