

E1.

**Complete the phrases.**



Use the words provided.

- 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

product

image

logo

manufacturer

consumer

target market

brand

advertisement

chain

E2.

Choose the correct word.



1 This shop is one of a  – there are over 30 in this country.

2 I love that company's new TV .

3 Some of the best-known car  are Korean.

4 The marketing department designed a new  to put on their products.

5 Our company is launching a new  next week.

6 Many companies support a charity – it improves their .

**E3. Complete the sentences.**

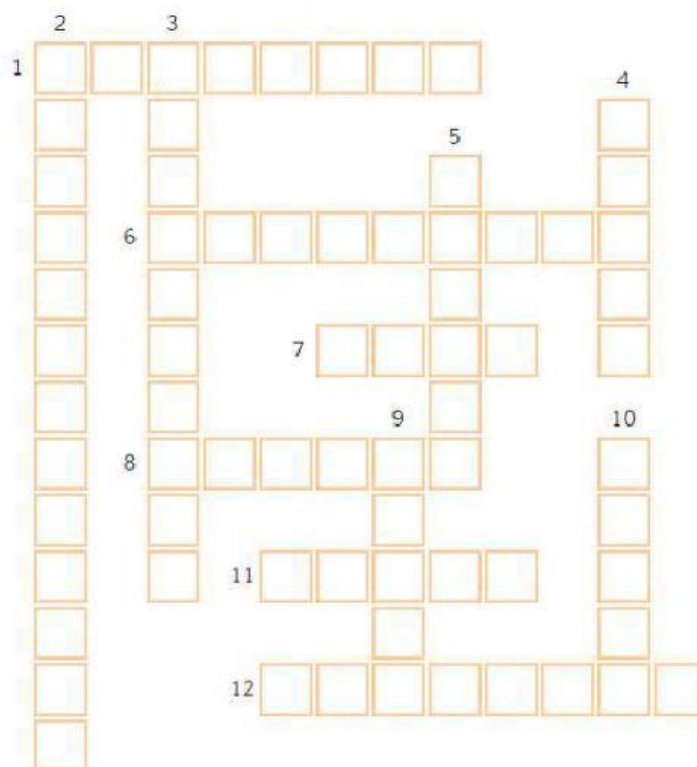
**Choose from the expressions.**

a big name   call him names   stage name   you name it  
what's-his/her-name   named the day   the name of the game  
made a name for himself

- 1 I eat everything – \_\_\_\_\_, I'll eat it!
- 2 Nobody knew him ten years ago, but he soon \_\_\_\_\_  
for himself as an actor.
- 3 They're engaged to be married but they haven't \_\_\_\_\_  
yet.
- 4 You've probably never heard of Peter Gene Hernandez, but his  
\_\_\_\_\_ is Bruno Mars.
- 5 Go and talk to that boy – um, \_\_\_\_\_, you know,  
the new guy.
- 6 Well if you want to play, you have to train too – sorry but that's  
\_\_\_\_\_.
- 7 It's so childish, I think, when kids at school \_\_\_\_\_  
other kids \_\_\_\_\_.
- 8 Everyone knows who she is – she's a \_\_\_\_\_ in  
this country!

E4.

### Complete the Crossword.



- 1 'Monkey' is not an \_\_\_\_\_ name in Denmark.
- 2 I want to sell my laptop, so I'm going to put an \_\_\_\_\_ in the school magazine.
- 3 You need your parents' \_\_\_\_\_ to go on the school trip.
- 4 The girl tried to \_\_\_\_\_ in with her new friends by listening to the same music as them.
- 5 It's a very expensive car – the \_\_\_\_\_ market is super rich people.
- 6 I won my first prize today, so it's a \_\_\_\_\_ day for me!
- 7 The company puts its \_\_\_\_\_, a big tick, on all of its shoes.
- 8 Their advertising had a big \_\_\_\_\_ on young people.
- 9 It's one of a \_\_\_\_\_ of 120 shops all over the country.
- 10 The company is trying to improve its \_\_\_\_\_.
- 11 This isn't my usual \_\_\_\_\_ of toothpaste.
- 12 All you do is buy things – you're a real \_\_\_\_\_, aren't you?

**5 ★★ Answer the questions.**

- 1 What was the most memorable day of your life?  
\_\_\_\_\_
- 2 What is your favourite brand of clothes? Why?  
\_\_\_\_\_
- 3 Can you name a song, or film, that has had a big impact on you? What impact did it have?  
\_\_\_\_\_
- 4 Have you (or anyone you know) got something that is unique? What is it?  
\_\_\_\_\_
- 5 Who is the biggest name in sport in your country?  
\_\_\_\_\_
- 6 What is the best chain of shops in your country?  
\_\_\_\_\_