

## BRAND - PRODUCT - MARKET

Brand name

the tendency to always buy a particular brand

Brand stretching

the ideas and beliefs people have about a brand

Brand image

the title given to a product by a company so that the product can easily be recognised by its name or its design

Brand awareness

how familiar people are with a brand (its logo and slogan)

Brand loyalty

using an existing name on another type of product

## BRAND - PRODUCT - MARKET

Product placement

the introduction of a product to the market

Product endorsement

the length of time people continue to buy a product

Product range

the set of products made by a company

Product lifecycle

when products are used in films or TV programmes

Product launch

the use of a well-known person to advertise products

## BRAND - PRODUCT - MARKET

Market share

the bestselling product or brand in a market

Market segment

information about what customers need or want

Market leader

the percentage of sales a company has

Market challenger

the second best-selling product or brand in a market

Market research

customers of a similar age, income level or social group