

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