Brand Management

1. Match these word partnerships to their meanings:

BRAND	1. loyalty 2. image 3. stretching 4. awareness 5. name	a) the name given to a product by the company that makes it b) using an existing name on another type of product c) the ideas and beliefs people have about a brand d) the tendency to always buy a particular brand e) how familiar people are with a brand
PRODUCT	6. launch 7. lifecycle 8. range 9. placement 10. endorsement	f) the set of products made by a company g) the use of a well-known person to advertise products h) when products are used in films or TV programmes i) the introduction of a product to the market j) the length of time people continue to buy a product

2. Complete these sentences with word partnerships from exercise 1:

BRAND	1. The creation of Virgin Cola, Virgin Air, Virgin Rail and Virgin Bride is an example of _____. 2. Consumers who always buy Levi's when they need a new pair of jeans are showing _____. 3. Not enough people recognise our logo; we need to spend a lot more on raising _____.
PRODUCT	4. David Beckham advertising Vodaphone is an example of _____ 5. A _____ consists of introduction, growth, maturity and decline. 6. The use of BMW cars and Nokia phones in James Bond films are examples of _____.

LIVEWORKSHEETS