

Watch a video and answer the questions:

- ❖ Complete the sentence: ‘a brand is something what people.....’
- ❖ Is brand rational or emotional?
- ❖ What is a strong brand? What is a weak brand? Share an example of a strong and a weak brand from the video.
- ❖ Name a secret of a strong brand.
- ❖ Do you agree that great brands always **stand for** (= *represent*) something?
- ❖ What does Volvo stand for? What about Harley Davidson?
- ❖ Which brand has a logo ‘serving coffee = serving people’?
- ❖ Why do they say that you don’t only see or hear great brands, you experience them?
- ❖ How much are Coca Cola, Microsoft, IBM and Ford brands worth?
- ❖ Name key points which help to develop a brand.
- ❖ Who owns the brand?

Some food for thought....

- Do brands die? Why?
- Do you think people can be branded? Why (not)?
- How would you brand yourself? What would you write on your business card? How would you design it?