

1 Brands

VOCABULARY

Complete the text with the correct words.

Topalino is a well-known brand of sweets and chocolates owned by ABG, a company based in Maribor, Slovenia. It focuses mainly on¹ products and was the market² in exclusive confectionery.

In the last two years, however, Topalino's market³ has declined by almost 25%. There are at least two reasons for this decline.

First, supermarkets in the region are now selling sweets of similar quality at much lower prices, so more and more consumers say that Topalino is no longer⁴ for money. The economic downturn has naturally made people more price conscious, and brand⁵ is suffering as a result. A possible solution would be to reduce the price of at least a number of products so that they are in the medium⁶ of prices.

Secondly, a lot of middle-aged people find the logo childish and the packaging old-fashioned and unexciting – in other words, they no longer find the brand⁷ attractive. In order to appeal to this important market⁸, Topalino is thinking of⁹ its main products and expanding its product¹⁰.

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|------------------|------------------|----------------|
| 1 a) inexpensive | b) upmarket | c) influential |
| 2 a) leader | b) launch | c) awareness |
| 3 a) label | b) logo | c) share |
| 4 a) price | b) margins | c) value |
| 5 a) stretching | b) research | c) loyalty |
| 6 a) range | b) order | c) list |
| 7 a) name | b) image | c) label |
| 8 a) segment | b) survey | c) challenge |
| 9 a) endorsing | b) repositioning | c) generating |
| 10 a) numbers | b) range | |