



***"Products are made in a factory, but brands are created in the mind."***

Walter Landor (1913 – 1995), founder of the Landor brand consulting firm

## 1. Brands Discussion

1. What is a brand?
2. What are some of your favourite brands?
3. What are the most famous brands in the world?
4. What does it take for a brand to become famous?
5. What are some important brands in your country? Are they well-known around the world?
6. Name the best brands in the following sectors: technology, fashion, automobile, food, aviation/travel. What makes them the best?
7. Consider the following adjectives: stylish, timeless, upmarket, classic, trendy, sexy, cool, durable. Which brands do you associate with these adjectives?
8. Why is it so important for brands to create a strong image? Is it important?

## 2. Brands Vocabulary

- **logo** (noun) – a small image or design representing an organisation.
- **brand loyalty** (noun) – positive feelings towards a brand that lead to customers repeatedly buying that brand's products or services.
- **brand awareness** (noun) – how familiar consumers are with a particular brand.
- **brand equity** (noun) – the extra value a company can gain just from their brand awareness.
- **premium brand** (noun) – a brand that sells products at higher prices due to the perception of better quality or higher status; 'super premium' (adjective) would be even higher than 'premium'.
- **attitude branding** (noun) – brands that evoke emotions or feelings in customers, especially in relation to their sense of identity, rather than feelings about their products.

Using the vocabulary words above, complete the following sentences (remember to use the correct form of the word, e.g. verb conjugation or plural noun)

1. Even if Levi's jeans are not as good as their competitors', people are willing to pay the extra due to the company's \_\_\_\_\_.
2. Nike's \_\_\_\_\_ of "Just do it" conjures up feelings of athleticism and a healthy lifestyle without needing to advertise specific products.
3. Creative advertising strategies involving interactive content are a great way for a company to increase its \_\_\_\_\_.
4. The golden arches forming an "M" is one of the most recognisable \_\_\_\_\_ in the world.
5. Paying special attention to customer service is one of the best ways of creating \_\_\_\_\_.
6. There has been an increase in \_\_\_\_\_ gins over the last decade, usually costing double the price of regular gin.

### Brands vocabulary comprehension questions

1. What are some of the most recognised logos in the world? What does an effective brand logo look like?
2. Do you have brand loyalty to certain brands? Which brands and why?
3. How can companies improve brand awareness?
4. Can having a high brand equity lead to a reduction in standards? Can you think of an example when this has happened?
5. What are some premium brands you know? What qualities do they have? What sets these brands apart from the competition?
6. What examples of attitude branding can you think of?



### 3. Video: Brand Stories

You are going to watch a TEDx Talk by Jeff Freedman called "What's your brand story?"

Watch the video here: <https://yourenglishpal.com/blog/business-english-conversation-lesson-plan-brands/>

Watch the video and after, discuss the following questions:

1. How can you have a relationship with a brand?
2. Can you describe a relationship you have with a brand?
3. Which brands have great stories?
4. What is your company's 'happily ever after' (why the brand exists)?
5. What is your company's 'moral of the story' (the core belief of the brand)?
6. How can brands build better relationships with their customers?

### 4. Brands Conversation Questions

1. Are there any brands you dislike or would never buy? Why?
2. What generic brands do you buy? When would you never buy a generic brand?
3. How much do you trust generic brands compared to more well-known brands?
4. Are premium brands really worth the extra cost?
5. Can you think of any brands that have been so successful that their brand name has been used to refer to all products in that market (for example, "Hoover" used to refer to all vacuum cleaners)?
6. How can companies foster brand loyalty?
7. How does your company build brand loyalty?
8. What makes a brand unique?

### 5. Brands Writing Task

Write the executive summary of a strategic plan to enhance the brand image of your company. Take the following into account: the mission, vision, and values of the company; the customers of the company; and possible strategies and recommendations to increase brand awareness.