Brand Management

Read and fill in the correct vocabulary.

Brand: **Loyalty** **image** **stretching** **awareness** **name**

Product: **launch** **life cycle** **range** **placement** **endorsement**

Market: **leader** **research** **share** **challenger** **segment**

1. The company should focus on delivering the best product at the cheapest price, and that will build _____ .
2. Using different types of _____ allows you to target customers based on unique characteristics, create more effective marketing campaigns and find opportunities in your market.
3. Apple has a huge _____ in the smartphone industry comparing to the personal computing industry.
4. There are plans to raise global _____ through music, fashion and entertainment.
5. The _____ is defined by four stages: introduction, growth, maturity and decline.
6. All the car makers spend heavily to promote their _____.
7. Every product needs a great _____ .
8. An early example of _____ is in the 1949 movie Gun Crazy, where a Bulova clock is repeatedly shown in important scenes.
9. Most entrepreneurs and small business owners don't really think about their _____ until there's a problem with the image they are developing.

10. Tobacco companies are using _____ to get their names established in other areas.

11. A _____ often dominates its competitors in customer loyalty.

12. _____ usually generate better sales. It is one of the best advertising methods.

13. The basic aim of the _____ is to expand its market share and become the industry leader by introducing a new variety of products.

14. It's still a new company with a limited _____ .