

CHRIS CLEAVER, MANAGING DIRECTOR, BUSINESS BRANDS AT DRAGON BRANDS

A  CD1.2 Listen to part one of the interview and match the two parts of the expressions.

1 real	a) identity
2 physical	b) traction
3 visual	c) manifestation
4 design	d) customer or consumer
5 target	e) product
6 persuasive	f) audience
7 end	g) ideas and perceptions
8 target	h) user

D Now match the expressions in Exercise A to these explanatory phrases.

- i) the people to whom it is hoped to sell brands (3 expressions)
- ii) the powerful ideas that people have about brands
- iii) the look of the brands (images used in advertising, etc.) (2 expressions)
- iv) when brands are seen in terms of the item being sold
- v) brands that are powerful in the marketplace

C  CD1.3 Listen to part two. True or false?

- 1 Brands are a useful way of transmitting information.
- 2 This information is only about what the brand does.
- 3 Brands help you choose between products.
- 4 The physical differences between products mentioned here can be very large.
- 5 Chris Cleaver mentions BMW, Audi, Mercedes and Porsche.
- 6 Brands help you decide if the product is right for you or says the right thing about you.

D  CD1.4 Listen to part three. In what order do you hear these adverbs?

- a) hugely
- b) technically
- c) primarily
- d) particularly

E Now use the adverbs from Exercise D to complete these sentences.

- 1 Nokia invented the market in a way, for many people, people of Chris Cleaver's generation.
- 2 Nokia is what you might call the master brand.
- 3 Nokia wanted to satisfy the needs that that one emerging customer group has, younger consumers.
- 4 Nokia expanded in terms of what it offers.