

## Fill in the missing prepositions.

### WORDLIST:

before	of
by	on
during	through
for	throughout
from	to
in	up
into	with

Brand Love \_\_ the Time \_\_ COVID-19

Apple has been named as the most loved brand \_\_\_\_ COVID-19, moving \_\_\_\_ third place \_\_\_\_ the pandemic. Even though the tech giant beat Disney and Amazon \_\_\_\_ the top spot, its success can mostly be attributed \_\_\_\_ female and millennial consumers, while Amazon was voted the most loved brand \_\_\_\_ male consumers.

The list \_\_\_\_ most loved brands has seen three new additions \_\_\_\_ the year: Google, YouTube, and Toyota, which means that media and entertainment brands now dominate the list. The retail industry has also increased intimacy score performance \_\_\_\_ 9.4% \_\_\_\_ the pandemic, \_\_\_\_ Walmart flying the flag \_\_\_\_ retail brands \_\_\_\_ fourth place.

The Formula \_\_\_\_ a Happy Relationship

When it comes \_\_\_\_ giving consumers what they want, Apple ticks the box \_\_\_\_ three important need states highlighted \_\_\_\_ the report:

Fulfilment: A brand that exceeds expectations \_\_\_\_ delivering \_\_\_\_ superior service, quality, and efficacy.

Ritual: When a person ingrains a brand \_\_\_\_ his or her daily actions, it becomes a vitally important part \_\_\_\_ their everyday life.

Enhancement: Customers become better \_\_\_\_ use \_\_\_\_ the brandsmarte”, more capable, and more connected.

Interestingly, brands that are part \_\_\_ the smartphone ecosystem generally outperform brands that are not, and the ecosystem has only increased \_\_\_ strength \_\_\_ the pandemic.