

## Fill in the missing prepositions.

### WORDLIST:

*before*  
*by*  
*during*  
*for*  
*from*  
*in*  
*into*

*of*  
*on*  
*through*  
*throughout*  
*to*  
*up*  
*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.