



- a. a slogan | b. brand identity | c. a buzzword  
d. a brand narrative | e. a unique selling proposition

- 1 ☐ a storytelling strategy a brand uses to resonate with a target audience
- 2 ☐ a visual and verbal expression of a brand's values, mission, and image
- 3 ☐ a statement about the key differentiators that make a brand stand out
- 4 ☐ a trendy or popular term used to generate attention, interest, or engagement
- 5 ☐ a catchy or memorable phrase used to capture the essence of a brand

<https://app.fluentize.com/lesson/branding>

Describe the study done at Duke University using the images below. What were the results of this study?

0:25



## PART 2

Write the missing word in each sentence from the video below. (1:24 - 2:49)  
Check whether you had the same or similar answers in **Preview, Part 3**.

- 1:24      **1**      When you make choices about different brands, you're choosing to create an .....
- 1:30      **2**      When you put certain clothing on, someone is going to form an ..... about what you're about.
- 2:00      **3**      Once you identify with a brand, it can shape the way you .....
- 2:36      **4**      We relate to brands in the same way we relate to .....

## PART 3

Answer the questions below about the study involving the brains of iPhone users and Samsung Galaxy users. (2:57 - 3:44)

- 1 How did Apple users respond to Apple news?
- 2 How did Samsung users respond to any kind of Samsung news?
- 3 How did Samsung users respond to positive Apple news?
- 4 What does this data suggest about why Samsung users buy Samsung?

