Brand Management

1. Match these word partnerships to their meanings

1. brand loyalty	a) the name given to a product by the company that makes it
2. brand image	b) using an existing name on another type of product
3. brand stretching	c) the ideas and beliefs people have about a brand
4. brand awareness	d) the tendency to always buy a particular brand
5. brand name	e) how familiar people are with a brand
6. product launch	f) the set of products made by a company
7. product lifecycle	g) the use of a well-known person to advertise products
8. product range	h) when products are used in films or TV programmes
9. product placement	i) the introduction of a product to the market
10. product endorsement	j) the length of time people continue to buy a product

LIVEWORKSHEETS

2. Fill in the gaps using appropriate word partnerships.

1. The creation of Virgin Cola, Virgin Air, Virgin Rail and Virgin Bride is an example of _____.
2. Consumers who always buy Levi's when they need a new pair of jeans are showing _____.
3. Not enough people recognise our logo; we need to spend a lot more on raising _____.
4. David Beckham advertising Vodaphone is an example of _____
5. A _____ consists of introduction, growth, maturity and decline.
6. The use of BMW cars and Nokia phones in James Bond films are examples of _____.

3. Watch this clip and guess the word partnership it reflects.

_____.

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