Representatives of three companies - a bank, a budget airline, and a car company are giving presentations on their companies. Listen and make a note of each company's brand values.







Company 1 Company 2 Company 3

Which company is the bank, which is the budget airline, and which is the car company ? Join the picture and the company

Listen again and complete these sentences

associate	communicate	emphasize	external	obvious
project	promote	remind	reputation	widely

1 We have three main brand values which we try to _____ in all our internal and _____ communication.

2 Our customers _____ us with the highest quality products.

3 Our products are _____ seen as the safest on the market.

4 That's something we can _____ through our brand.

5 We have always had a _____ for coming up with new products and we try to _____ that through our brand.

6 For us, the customer always comes first and we want to constantly _____ both ourselves and our customers of that fact.

7 That's something we continually _____ in our marketing.

8 Hopefully that is _____ from our logo and corporate design.

LIVEWORKSHEETS