

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.