Task 1. Match the beginnings of the quotes (1-7) with their endings (a-g).

1. "Your brand image is what people say	a) it's important to remember your competitor is only one mouse click away." **(Doug Warner)**
2. "A brand for a company is like a reputation for a person.	b) it is what consumers tell each other it is." **(Scott Cook)**
3. "In the world of Internet Customer Service,	c) about you when you're not in the room." **(Jeff Bezos)**
4. "The keys to brand success are self-definition,	d) but brands are created in the mind." **(Walter Landor)**
5. "A brand is no longer what we tell the consumer it is-	e) you earn a reputation by trying to do hard things well." **(Jeff Bezos)**
6. "Products are made in the factory,	f) asset your company can own." **(David Aaker)**
7. "A strong brand is the most valuable	g) transparency, authenticity, and accountability." **(Simon Mainwaring)**

Task 2. Read the text.

In today's highly competitive business world, brands are constantly striving to create a strong and positive first impression on their customers. The reason is simple - a customer's **initial impression** of a brand has a **significant impact** on their overall shopping experience. If a customer has a positive impression of a brand, they are more likely to continue engaging with that brand in the future, making repeat purchases, and recommending it to their friends and family. The importance of first impressions in the context of **brand perception** and **consumer behavior** has been studied extensively by researchers and marketers alike. Studies have shown that customers often form opinions about brands based on their visual identity, advertising, packaging, and even customer service interactions.

A well-crafted and thoughtful first impression can make all the difference in whether or not a customer decides **to engage** with a brand further. However, creating a positive first impression is just the beginning. Brands must also focus on providing a consistently positive shopping experience to ensure **customer loyalty and advocacy.** A customer's shopping experience **encompasses every aspect** of their interaction with the brand - from browsing products online or in-store, to making a purchase, to post-

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purchase support. Brands that can deliver a seamless and enjoyable shopping experience are more likely to retain customers and **build long-term relationships**.

To understand the relationship between a customer's first impression of a brand and their subsequent shopping experiences, this research paper will explore various factors that contribute to both. These factors may include but are not limited to

The **visual identity** of the brand, including logo design, color scheme, and packaging;

The brand's advertising and marketing efforts, including social media campaigns and **influencer partnerships;**

The quality of customer service interactions, including response time and problem resolution;

The ease and convenience of the shopping experience, including website and mobile app usability and checkout processes.

Match the words in bold in the text to their definitions.

1. initial impression	**a)** the overall look and feel of a brand, including its logo, colors, and design elements
2. consumer behaviour	**b)** the actions, decisions, and habits displayed by individuals when purchasing and using products or services
3. encompass an aspect	**c)** a notable effect or influence that brings about meaningful changes
4. visual identity	**d)** the first opinion or feeling that someone has about something
5. significant impact	**e)** include or cover a particular part or element of something
6. build long-term relationships	**f)** interact or connect with a brand through various means such as social media, events, or customer service
7. engage with a brand	**g)** a collaboration between a brand and an influential person on social media to promote products or services
8. brand perception	**h)** establish and nurture connections with customers or clients over an extended period of time
9. influencer partnership	**i)** the way in which a brand is viewed or understood by consumers

Task 3. Choose the correct answer:

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1. What is the significance of a customer's first impression on a brand's success in today's competitive business world?

A. It has no impact on brand success.

B. It significantly affects the overall shopping experience and future engagement.

C. It only matters in niche markets.

2. How do customers often form opinions about brands, according to research and studies?

A. They rely solely on advertisements.

B. Opinions are formed based on pricing alone.

C. Opinions are formed based on the visual identity, advertising, packaging, and customer service interactions.

3. Why is creating a positive first impression considered just the beginning for brands?

A. Brands should focus on consistently providing a positive shopping experience for customer loyalty.

B. A positive first impression is all that's needed for brand success.

C. Brands shouldn't bother with first impressions.

4. What are some of the factors that this research paper intends to explore concerning the relationship between first impressions and subsequent shopping experiences?

A. The weather's impact on shopping decisions.

B. The taste of the brand's coffee.

C. The visual identity of the brand, advertising efforts, customer service quality, and shopping experience convenience.

5. In terms of customer service interactions, what contributes to enhancing a customer's first impression and their subsequent shopping behaviors?

A. Slow response times and unresolved problems.

B. Prompt response and effective problem resolution.

C. No interaction with customers.

Task 4. Fill in the gaps with the most suitable word from the box:

visual identity / shopping experiences / customer loyalty/

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crucial / customer relationships / in-store interactions

Creating a positive first impression is **1)** _____ for brands in today's competitive business landscape. Customers form opinions based on a brand's **2)** _____, advertising, packaging, and customer service interactions. However, sustaining a positive shopping experience is equally vital for **3)** _____ and advocacy. This includes seamless online and **4)** _____, from product browsing to post-purchase support. This research paper explores the link between a customer's first impression and subsequent **5)**_____, focusing on factors such as visual identity, advertising, customer service, and shopping convenience. Understanding these elements is essential for brands looking to build enduring **6)** _____ and thrive in a competitive market.

Task 5. Match the characteristics of the company's image with the people's opinion.

1. **Professionalism and Trustworthiness:**	a) "Their branding is so modern and tech-savvy. It gave me the impression that they're at the forefront of their industry, which is exactly what I was looking for."
2. **Innovation and Modernity:**	b) "The way they interact with customers on social media is really friendly and personal. It made me feel like they genuinely care about their customers, and that's a big deal for me."
3. **Credibility and Longevity:**	c) "When I visited their website, everything looked so sleek and professional. The logo and design made me feel like they were a reliable company. It was definitely a positive first impression."
4. **Customer-Centric and Approachable:**	d) "I've seen their logo and branding for years, and it hasn't changed much. It made me feel like they've been around for a while and have a good reputation. That's a company I can trust."

Task 6. Fill in the gaps in the dialogue with the most appropriate phrase.

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Tom "Have you had a chance to delve into the rebranding of ABC Inc.? Their new visual identity is truly a testament to their forward-thinking approach."

Erika "I've seen some of the changes. The sleek and minimalist logo design certainly conveys modernity. 1)_____."

Claudia "I've heard some opinions on social media about the user-friendliness of their website. 2)_____."

Tom "That's interesting. It's crucial for their online presence to match their overall brand image. What's your take on their approach to sustainability?"

Claudia "Well, it's a mixed bag. On one hand, their recent CSR initiatives have raised their image among eco-conscious consumers. 3)_____."

Erika "Absolutely. I think it's important for them to maintain transparency and integrity in all their practices. It's the ethical dimension that often defines a company's true character."

Tom "True, and it's not just about a one-time impression; 4)_____. What about their advertising campaigns? Any noteworthy ones?"

Erika "They've been working with influencers to create engaging content. It's a wise move to connect with the younger demographic."

Task 7. Read the text. A) Match the words in the table to make up a meaningful collocation. B) Fill in the gaps with the most appropriate verb from the table.

HOW TO CREATE A POSITIVE BRAND IMAGE

Creating a positive brand image requires a clear understanding of your brand identity, target market, and competitive advantage. To do this, you must define and communicate your brand vision, mission, values, personality, and promise consistently across all touchpoints. To create a positive brand image, you should _____ **a brand audit** to _____ your **current image** and _____ **gaps and opportunities**.

You should _____ a **brand strategy** that aligns with your business goals and customer needs, _____ **a brand identity** that reflects your brand essence and appeals to your target audience, _____ **a brand voice** and tone that conveys your brand personality and values, and deliver a brand experience that _____ or exceeds **customer expectations** and creates positive associations.

1. design	**a)** a brand audit
2. identify	**b)** current image
3. conduct	**c)** gaps and opportunities

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4. assess	**d)** brand strategy
5. implement	**e)** a brand identity
6. meets	**f)** a brand voice
7. develop	**g)** customer expectations

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