

Fill in the missing prepositions.

WORDLIST:

before
by
during
for
from
in
into

of
on
through
throughout
to
up
with

Brand Love ___ the Time ___ COVID-19

Apple has been named as the most loved brand _____ COVID-19, moving ___
_____ third place _____ the pandemic. Even though the tech giant beat Disney and
Amazon ___ the top spot, its success can mostly be attributed ___ female and
millennial consumers, while Amazon was voted the most loved brand ___ male
consumers.

The list ___ most loved brands has seen three new additions _____ the year:
Google, YouTube, and Toyota, which means that media and entertainment brands
now dominate the list. The retail industry has also increased intimacy score
performance ___ 9.4% _____ the pandemic, _____ Walmart flying the flag ___
retail brands ___ fourth place.

The Formula ___ a Happy Relationship

When it comes ___ giving consumers what they want, Apple ticks the box ___ three
important need states highlighted ___ the report:

Fulfilment: A brand that exceeds expectations ___ delivering ___ superior service,
quality, and efficacy.

Ritual: When a person ingrains a brand _____ his or her daily actions, it becomes a
vitally important part ___ their everyday life.

Enhancement: Customers become better _____ use ___ the brandsmarte”, more
capable, and more connected.

Interestingly, brands that are part ___ the smartphone ecosystem generally outperform brands that are not, and the ecosystem has only increased ___ strength _____ the pandemic.