

Unit 10: Vocabulary – Marketing and brands

Choose the correct option.

- 1 Market research suggests that we need to change our to appeal to younger customers.
- 2 Although we have built up an excellent of clients, we still need to attract new accounts.
- 3 Our fast means that we have a high profile in the industry.
- 5 Rather than take a cautious , we need to be bold and innovative.
- 6 The bank has refused our request for a further overdraft because of our bad repayment
- 7 Brand stretching would help us into new markets.
- 8 Older consumers tend to be to brands, whereas younger ones are more likely to switch.

2 Complete the words. Use the definitions to help you.

- 1 b_____ s_____ when a company starts to use an existing brand name on another different type of product, hoping that people will buy it because they recognise the name
- 2 c_____ b_____ the part of the company that makes the most money and that is considered to be its most important and central one
- 3 d_____ to make something appear less important or desirable
- 4 p_____ p_____ a form of advertising in which a company arranges for its goods to appear in a television programme or film
- 5 l_____ the quality of remaining faithful to a person, product, company, etc.
- 6 u_____ - _____ highly expensive and exclusive
- 7 i_____ m_____ a strategy that uses two-way communication channels to allow consumers to connect with a company directly

3 Complete the sentences using the words and phrases from Exercise 2.

- 1 One of the most famous examples of _____ are the Aston Martin cars in the James Bond films.
- 2 Bulgari's move from jewellery into the hotel business is an interesting case of _____.
- 3 A successful example of _____ is Amazon's 'suggested reading' for customers which is based on the books they have bought in the past.
- 4 Nike's _____ is making sports shoes.
- 5 Good copies of Gucci bags can _____ the original product.
- 6 Department stores encourage customer _____ by offering discount store cards.
- 7 Cartier and Hermès are examples of _____ brands.