# 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.

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

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|---|---|---|
| 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.

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