

## 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.