

MARKETING AND BRANDS

6 Complete the sentences from the video using the words and phrases in the box.

bad history base of clients brands cautious approach core business
devalued fast growth further afield stretching ultra-luxury venture into

- 1 So what's the best way to extend a luxury brand? ... _____ the brand.
- 2 One company that has taken a(n) _____ to expansion is Bulgari.
- 3 To pave the way for growth we needed to speak to a broader and aspirational _____.
- 4 After fragrances, the company began to look _____.
- 5 And this idea of doing a very small collection of _____ hotels came about.
- 6 Experts agree that care and control are vital when moving beyond the _____.
- 7 There's a lot of _____ about brand extensions. ... If you overdo it, your brand is _____.
- 8 I think the _____ which are most careful have the longest future.
- 9 This slow and steady process is not for everyone, particularly for businesses looking for _____.
- 10 'OK, let's _____ this business, and what are we gonna do? Let's copy the competitors'.

7 Match the words in the box with the definitions.

awareness brand stretching customer engagement image
interactive marketing logo loyalty product placement

- 1 advertising by placing an item in a television programme or film
- 2 using internet history to target customers
- 3 extending a brand to include other types of products
- 4 consumer interest
- 5 knowledge or understanding
- 6 a recognisable design or official sign on a product
- 7 buying the same brand regularly
- 8 general opinion people have of a product