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|---|------------|----|---|
| 1 | loyalty    | a) | the title given to a product by the company that makes it     |
| 2 | image      | b) | using an existing name on another type of product             |
| 3 | stretching | c) | the ideas and beliefs people have about a brand               |
| 4 | awareness  | d) | the tendency to always buy a particular brand                 |
| 5 | name       | e) | how familiar people are with a brand (or its logo and slogan) |

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|----|-------------|----|--|
| 6  | launch      | f) | the set of products made by a company                |
| 7  | lifecycle   | g) | the use of a well-known person to advertise products |
| 8  | range       | h) | when products are used in films or TV programmes     |
| 9  | placement   | i) | the introduction of a product to the market          |
| 10 | endorsement | j) | the length of time people continue to buy a product  |

**M  
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K  
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|----|------------|----|--|
| 11 | leader     | k) | the percentage of sales a company has                    |
| 12 | research   | l) | customers of a similar age, income level or social group |
| 13 | share      | m) | the best-selling product or brand in a market            |
| 14 | challenger | n) | information about what consumers want or need            |
| 15 | segment    | o) | the second best-selling product or brand in a market     |