

**BRAND**

- 1 No one recognises our logo or slogan. We need to spend more on advertising to raise .....
- 2 Consumers who always buy Sony when they need a new TV are showing .....
- 3 A fashion designer who launches his or her own perfume is an example of .....
- 4 The ..... of Mercedes-Benz is such that its products are seen as safe, reliable, luxurious, well made and expensive.

**PRODUCT**

- 5 George Clooney advertising Nespresso is an example of .....
- 6 A ..... consists of introduction, growth, maturity and decline.
- 7 Tesco's wide ..... means that it appeals to all sectors of the UK market.
- 8 The use of Aston Martin cars and Sony computers in James Bond films are examples of .....
- 9 Microsoft is the ..... in computer software.
- 10 In countries with ageing populations, the over-60s age group is becoming an increasingly important .....
- 11 Pepsi is the ..... in carbonated soft drinks.
- 12 Focus groups and consumer surveys are ways of conducting .....