

B R A N D

- 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.

P R O D U C T

- 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

M A R K E T

- 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