



Brand love by Peter Vane

Branding, branding, branding: If you haven't heard the word, you've been under a rock for the last, oh, ten years. But is all the talk about branding just so much hype?

In a word: no. I think that branding is the most important point your company can consider - and everyone should consider it. And those of you who sell to companies - office chairs, obscure chemicals, you know who you are - you should be paying attention too.

It's not enough just to have everyone recognize your brand name or your logo. Branding is about connecting, after all, and everyone in marketing needs to know how to make their product connect to their customer. The best brand has a rational as well as an emotional appeal, and **speaks to your customer's head as well as his or her heart**. You want your brand to be something the customer knows is the best - and feels is the best too.

Today, everyone's talking about iPods, and not just as state-of-the-art musical devices. When people talk about their iPods, you might think they're talking about a best friend: 'I'd never go anywhere without it!' 'If I had to choose between my iPod and my girlfriend, well Despite the number of **me-too products** designed to compete with the iPods, the original still has the largest market share. Why? Brand loyalty.

And remember, once you've inspired **brand loyalty** in your customers, you can't betray them and change the story of your brand. Cadbury, for example, has a reputation for their chocolates. But when they introduced Cadbury's soup, it flopped. The problem was that the product was off-brand, and didn't fit with the expectations people had about Cadbury's products.

So remember that when you're telling a story about your product, the story has to be consistent. Very few products live forever. iPods might already be yesterday's news. But establish your brand, and people will remember it. When Apple introduces its next new idea, millions of people will be paying attention, ready to fall in love again.

Task 1. Answer the following questions on the text in your own words (8 points):

1. What is the text about?
2. How can you explain "The best brand ... speaks to your customer's head as well as his or her heart"?
3. What products are called "me-too products"?
4. How do you understand the expression "brand loyalty"?

Task 2. Pick up the words from the text to the following definitions (3 points):

5. extravagant or intensive publicity or promotion
6. to accept or be aware of
7. an attempt to persuade someone do to something by calling on a particular principle or quality
8. the portion of a market controlled by a particular company or product
9. be completely unsuccessful; fail totally
10. unchanging in nature, standard, or effect over time

Task 3. Write a letter to your business partner to invite them to your company's product promotion event. Consider using some words and expressions from the text. (6 points)

Task 4. Translate into English (6 points):

Éléments influençant le branding

Tout élément qui modifie le mix marketing doit être pris en compte par le branding. Lors de la mise en place d'une stratégie de branding la marque doit mesurer l'impact de chaque élément constituant son identité de marque. Pour cela elle doit se poser plusieurs questions :

Le côté novateur de la marque est-il satisfaisant ?

Le packaging et le design sont-ils en parfait accord avec l'image de marque souhaitée ?

Le prix est-il en accord avec la réputation de la marque ?

La capacité des vendeurs à vendre la marque est-elle satisfaisante ?

L'éthique et l'esprit corporate de la marque sont-ils bien perçus par les médias et le bouche-à-oreille ?

La politique de distribution choisi s'accorde-t-elle bien avec l'identité de la marque ?

Task 5. Put the verbs in brackets to a correct form. Write the verbs WITHOUT copying the sentences. (8 points)

1. Dan (hate) bargaining the price.
2. Sorry to keep you. How long (you/ wait)?
3. I sincerely hope they (finish) the project proposal by the end of next month.
4. Good news everybody! We (can) to build a new gymnasium with the new government grant.
5. (Julia/ ever/ be) seriously ill before her trip to India last year?
6. Every time inflation (go up), people (demand) higher wages.
7. Inflation is falling quite quickly, what (mean) that the government can keep interest rates low.
8. (you/wait) for Victoria Chambers? I... (not/think) she'll be long.
9. What exactly.... (our customers/want)? Nobody around here.... (seem) to know.
10. What exactly (you/say)? (you/want) to renegotiate the whole contract?
11. Before I (join) ABN I (work) as an investment analyst.

Task 6. Complete the sentences with a suitable time expression from the list below. Write the expressions WITHOUT copying the sentences. (5 points)

yet for since often ever never already so far just always

12. I've lived in my city-centre flat 1998. I love it there.
13. Thanks for the present! I've wanted a gold Rolex!
14. I don't think I should drink any more. I've had four whiskies.
15. Have you. been self-employed?
16. I've heard that we've won the contract! Congratulations everybody!
17. Hurry up! Haven't you finished ?
18. Nina has worked in this company over five years now.
19. I've been white-water rafting before. It's an interesting experience!
20. I've passed this building, but this is the first time I've been inside.
21. We've been very busy on the stand this morning we've given away over 200 brochures.

Task 7. Choose the correct words *in italics* and write them WITHOUT copying the sentences. (4 points)

22. If we sent the goods by sea, the transport costs *will/would* be much lower.
23. If they *promote/promoted* the brand better, they'll gain market share.
24. If you *left/had left* earlier, you might have got there on time.
25. If I were you, *I'd/I'll* call their Technical Support number.
26. I need to contact Head Office. I wish I *have/had* my mobile phone with me.
27. It's getting very late. I think *we'd better/we would* pay the bill and leave.
28. Sorry, I *must to / have to* go now. I don't want to be late.
29. You *might not/don't need to* come to the meeting if you're busy.
30. Is your car door damaged? Someone must *tried/have tried* to break in.
31. This invoice *can't/mustn't* be right. It says £550 to repair the photocopier!
32. I hope they don't go on strike. We're dependent *of/on/by* them for our supplies.
33. Are you aware *to/by/of* just how serious this problem is?
34. Are you interested *in/for/of* long-term growth for your savings?
35. If anything goes wrong, I'm directly responsible *for/to/by* the CEO.
36. I'm responsible *for/to/by* a team of eight consultants.
37. It would be good *at/for/to* by your career if you worked abroad for a few years.

Task 1. Answer the following questions on the text in your own words (8 points):

1. (Elements to mention) the importance of branding for any kind of business, some aspects of branding as recognition, loyalty, appeal, and consistency.
2. “The best brand ... speaks to your customer’s head as well as his or her heart” means that when promoting the brand, the company should reveal and promote divers aspects of the product that the potential customers will appreciate both rationally and emotionally.
3. “Me-too products” are the ones that are created in imitation of the others.
4. “Brand loyalty” means a firm preference given by the customers to the products of the brand.

Task 2. Pick up the words from the text to the following definitions (3 points):

5. hype
6. recognize
7. appeal
8. market share
9. flop
10. consistent

Task 3. Write a letter to your business partner to invite them to your company’s product promotion event. Consider using some words and expressions from the text. (6 points)

Task 4. Translate into English (6 points):

Branding influencing elements

Anything that changes the marketing mix must be taken into account when branding. When implementing a branding strategy, the impact of each element that constitutes the brand identity must be measured. For this, several questions must be asked:

Is the innovative side of the brand satisfactory?

Are packaging and design in perfect harmony with the image you want?

Is the price in line with the brand reputation?

Is the ability of sellers to sell the brand satisfactory?

Are the ethics and corporate spirit of the brand well perceived by the media and word-of-mouth?

Does the chosen distribution policy fit well with the identity of the brand?

Task 5. Put the verbs in brackets to a correct form. Write the verbs WITHOUT copying the sentences. (8 points)

1. *hates*
2. *have you waited or have you been waiting*
3. *will have finished*
4. *shall or will be able*
5. *has Julia ever been*
6. *go up // demand*
7. *means*
8. *are you waiting // do not or don't think*
9. *do our customers want // seems*
10. *are you saying // do you want*
11. *joined // had worked*

Task 6. Complete the sentences with a suitable time expression from the list below. Write the expressions WITHOUT copying the sentences. (5 points)

12. *since*
13. *always*
14. *already*
15. *ever*
16. *just*
17. *yet*
18. *for*
19. *never*
20. *often*
21. *so far*

Task 7. Choose the correct words *in italics* and write them WITHOUT copying the sentences. (4 points)

22. *would*
23. *promote*
24. *had left*

25. *I'd*

26. *had*

27. *we'd better*

28. *have to*

29. *don't need to*

30. *have tried*

31. *can't*

32. *on*

33. *of*

34. *in*

35. *to*

36. *for*

37. *for*