

Answer key.

Act 3. Vocabulary

1 e / 2 a / 3 c / 4 f / 5 b / 6 d Act 5. Reading

1. A brand is also far more than the name, logo or trademark. Brands seek to connect emotionally with their consumers, to ensure that they are always the first and only choice creating lifelong relationships.
2. Trust is one of the key reasons why we brand. As a result, it has become central to the marketing of almost all products and services used to build awareness and extend customer loyalty. Why we brand therefore goes beyond just a logo and encompasses the whole product concept, as well as the promise to deliver quality and predictability.
3. A successful brand is one that achieves a high degree of recognition by consumers. However, this relationship is based upon reputation, so for a brand to retain its position, it must ensure that it continuously fulfils the customer's expectations.

Branding is about creating differentiation, making one product or service seem different from competitor products. Brand values are the core beliefs or philosophy that a brand upholds, and which differentiate it from its competitors.

Act. 6 Focus on specific information

1. To create lifelong relationships
2. To build awareness
3. To extend customer loyalty
4. To encompass the whole product concept
5. To achieve a high degree of recognition
6. To fulfil the customer's expectations
7. The core beliefs or philosophy that a brand upholds
8. ruggedness
9. to underpin the creation of unique brand values
10. a holistic approach

Act. 8 Listening understanding: now, watch the video and decide if the following statements are true or false

1. When people see the Coke logo think about its advertisements T
2. Sportswear companies hire singers for their advertisements F
3. Apple advertised the Macintosh hiring inspirational leaders T
4. Nike got involved in the Black Lives Matter movement hiring an American football player T
5. United Colours of Benetton protested against gender inequality F
6. McDonald's logo is green in France and represents family values. F
7. Facebook logo is blue because it represents trust and peace. T

8. People that wear black clothes are taken more seriously. T
9. People that wear green seem more confident. F

Act. 9 MARKETING LEXIS: BRAND TERMS

1. The perception of a brand in the mind of a customer. BRAND IMAGE
 2. The preference of a customer to buy a particular brand. BRAND LOYALTY
 3. The use of an existing brand name on more products in order to be more profitable. BRAND STRETCHING
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1. When products or brands are used appear on tv series or movies. PRODUCT PLACEMENT
 2. When a company introduces a new product to the market PRODUCT LAUNCH
 3. When a celebrity advertises a brand PRODUCT ENDORSEMENT
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1. Percentage of sales in the market MARKET SHARE
 2. The second best-selling product in a market MARKET CHALLENGER
 3. The best-selling product in a market MARKET LEADER

Act. 10 Video: Stop Beginning Your Speeches with Good Morning and Thank You and Start with This Instead

Every presentation is an opportunity to make an impression. You can either use your pitch to build credibility, engagement and buy-in or blow the chance to share your story in a way that sells no matter how compelling your message is, if you don't capture your audience's attention in the first minute, you'll miss the momentum you need to get them on board and to stay there. That first minute is when you're supposed to establish your command of the room and the topic build rapport and signal that you're calm so the audience can just relax.