



● **branding** N-UNCOUNT

Branding refers to the image or impression that a company creates for its products, usually through advertising.

As we enter the 21st century, companies are placing greater emphasis on branding and marketing.

Williamson points to French Connection, the fashion retailer, as another example of how skilful branding can invigorate trading.

Common Collocations

a branding strategy
corporate branding

a branding exercise
global branding

● **brand (brands)** N-COUNT

own brand (own brands) N-COUNT

own label (own labels) N-COUNT

A **brand** of a product is the version of it that is made by one particular manufacturer. **Own brands** or **own labels** are products which have the trademark or label of the shop which sells them, especially a supermarket chain. They are normally cheaper than other popular brands.

I bought one of the leading brands.

This range is substantially cheaper than any of the other own brands available.

People will trade down to own labels which are cheaper.

● **generic (generics)**

□ ADJ

A **generic** drug or other product is one that does not have a trademark and that is known by a general name, rather than the manufacturer's name.

Barry Zeigler says generic products can make a big dent in name brand sales only when the generic is much less expensive.

□ N-COUNT

A **generic** is a drug or other product that does not have a trademark and that is known by a general name, rather than the manufacturer's name.

The program saved \$11 million in 1988 by substituting generics for brand-name drugs.

● **brand name (brand names)** N-UNCOUNT

The **brand name** of a product is the name the manufacturer gives it and under which it is sold.

Drugs can be sold under different brand names across the EU.

When it comes to soft drinks, Coca-Cola is the biggest selling brand name in Britain.

● **brand awareness** N-UNCOUNT

Brand awareness is how much people know about a particular brand, and the ideas they have about it.

Brand awareness provides customers with a degree of reassurance.

Norwich Union have got to buy their way into this market.

They've got to create brand awareness.

● **brand image (brand images)** N-UNCOUNT

The **brand image** of a particular brand of product is the image or impression that people have of it, usually created by advertising.

Few products have brand images anywhere near as strong as Levi's.

● **brand loyalty** N-UNCOUNT

Brand loyalty is the way some people always buy a particular brand of a product, and are not likely to start buying a different brand.

Suddenly perfume is losing its luxury cachet and becoming an everyday purchase and buyers are no longer showing brand loyalty.

Since the Netscape browser allowed Web-page designers to use features that could not be seen by any other browser, a great deal of brand loyalty was guaranteed.

● **brand recognition** N-UNCOUNT

Brand recognition is when a person knows what a product is or knows something about it as soon as they see it or hear its name.

The strategic linchpin of Sun-Rype's marketing plans is the strong brand recognition enjoyed by their products.

● **brand stretching** N-UNCOUNT

Brand stretching is when a company uses an existing brand name to sell a new product. They do this because they think that people who buy the existing products with that brand name will also buy the new ones.

...new developments such as brand stretching, in which tobacco companies use non-tobacco products such as the Marlboro Classics clothing range to promote a particular brand of cigarette.

● **diversification** N-UNCOUNT

□ **Diversification** is when a company starts to produce new and different goods or services.

He joined NWW in 1990 and was seen as the driving force behind diversification into areas such as water and sewerage projects in the Far East and Mexico.

□ **Diversification** is when people start to invest their money in more than one place or type of product. This can reduce the amount of risk involved.

PEP regulations allow you to invest in overseas funds within certain limits. With an election coming up in Britain in the next couple of years, international diversification makes sense.

...a simple illustration of how portfolio diversification works.

● **USP (USPs)** N-COUNT

The **USP** of a product or service is a particular feature of it which can be used in advertising to show how it is different from, and better than, other similar products or services. **USP** is an abbreviation for 'Unique Selling Point'.

With Volvo, safety was always the USP.

The ease of purchase was the USP and it made the products especially attractive.

➔ **product mix:** Topic 3.4; **core values:** Topic 3.4



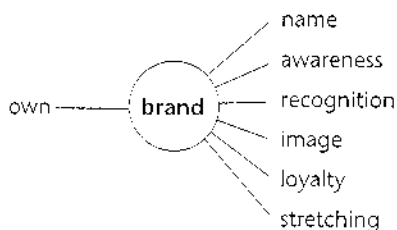
PRACTISE YOUR VOCABULARY

1 Use the terms in the box to complete the paragraph.

generic products brand awareness brand image own brand brand name USP








A brand of a product is a version of it made by one particular manufacturer. Consumers may or may not recognize a particular _____. This knowledge, or lack of it, is measured in terms of brand recognition and _____. A product sold by a retailer, under the retailer's own name rather than the manufacturer's, is an _____ product. Products that are not sold under a brand name are _____. Companies try hard to show consumers how their products are different from their competitor's products and what the _____ is. Part of the process of making a product different from other similar ones requires a company to develop a strong _____ for the products in its product mix.

2 Look at the seven word partners with the word 'brand', then match each one to one of the comments below.



en
ners'

e,

- a  'When ice-cream bars were first launched I could pick out the Jupiter ice-cream bar straight away because the packaging was so familiar.'
- b  'I always buy Worthit shampoo because it's just as good as a branded product, but much cheaper.'
- c  'I always buy their jeans. I would never buy any other brand.'
- d  'Cool-Cola is the most famous one I can think of.'
- e  'I love the adverts. I think they've made the drink seem really appealing.'
- f  'I don't know anything about the different mobile phones on the market, I'm afraid.'
- g  'I think companies that use a famous name on lots of products just make the brand seem cheap.'

3 Are these statements true or false?

- a Own label products sell at higher prices than branded products.
- b The purpose of developing a brand image is to enable consumers to identify with a product.
- c Memorable brand names are often long and complicated.
- d The diversification of a brand name can be a failure if it weakens the brand's core values.

True	False
<input type="checkbox"/>	<input type="checkbox"/>
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or it.