



● **reposition** (repositions, repositioning, repositioned) VERB

To **reposition** a company, product, or service means to try to interest more people or different people in it, for example by changing certain things about it or changing the way it is marketed.

The sell-off is aimed at repositioning the company as a publisher principally of business information.

Mazda needs to reposition itself if it is to boost its sales.

● **rebrand** (rebrands, rebranding, rebranded) VERB
rebranding N-UNCOUNT

To **rebrand** a product or organization means to present it to the public in a new way, for example by changing its name or appearance. **Rebranding** is the process of giving a product or an organization a new image, in order to make it more attractive or successful.

There are plans to rebrand many Texas stores.

The £85m programme will involve an extensive rebranding of the airline, designed to accentuate Virgin's 'Britishness'.

● **re-evaluate** (re-evaluates, re-evaluating, re-evaluated) VERB

If you **re-evaluate** something such as a plan or an idea, you consider it again in order to make a judgement about it, for example about how good or bad it is.

However, it's vital to stand back occasionally and re-evaluate where a business is heading.

We are currently re-evaluating our strategy to increase the profile of this campaign.

● **public image** N-SING

The **public image** of a company, product, or person is the perception that the public has of them or of their values.

The low-key profile adopted by Sir Philip Beck, Mr Robinson's predecessor, exacerbated the company's bad public image.

It would be in the banks' best interests to participate in the UAR scheme because it might help to improve their public image.

● **facelift** (facelifts) N-COUNT

If you give a place or thing a **facelift**, you do something to make it look better or more attractive.

For the first time in years the factory is getting a facelift.

All BP's 19,800 petrol stations were given a facelift along with its fleet of tankers.

Common Collocations

to have a facelift

to need a facelift

to be given a facelift

to get a facelift

to undergo a facelift

● **rejuvenate** (rejuvenates, rejuvenating, rejuvenated) VERB

If you **rejuvenate** an organization or system, you make it more lively and more efficient, for example by introducing new ideas.

The government pushed through schemes to rejuvenate the inner cities.

He has masterminded South Korea's new business links with the North, and has a record of rejuvenating fading businesses.

● **upmarket**
downmarket

① ADJ

Upmarket products or services are expensive, of good quality, and intended to appeal to people in a higher social class. If you describe a product or service as **downmarket**, you think that they are cheap and are not very good in quality.

...restaurants which years ago weren't quite so upmarket as they are today.

...K-Mart, the decidedly downmarket American chain.

② ADV

If a product or service moves **upmarket**, it tries to appeal to people in a high social class. If you say that a product or service has moved **downmarket**, you mean that it has become less expensive and poorer in quality.

Japanese firms have moved steadily upmarket.

Now that American sales are slowing, both firms are moving downmarket.

● **flagship brand** (flagship brands) N-COUNT

The **flagship brand** among a company's products is the one that the company considers most important.

Its single malt remains the flagship brand as the leading malt in Scotland and No. 2 in Britain.

They make the company's flagship brands, including Pepsi, 7UP and Mirinda drinks.

⇒ **strategy:** Topic 2.5; **target market:** Topic 3.4; **core values:** Topic 3.4; **downturn:** Topic 7.3; **turn around:** Topic 7.4; **peak:** Topic 10.1



PRACTISE YOUR VOCABULARY

Read the text and answer the questions.

In 1996 the company's turnover peaked at \$7.1bn, but by 2000 sales had taken a dramatic downturn. At this point the firm considered moving its brand downmarket in an attempt to rejuvenate the brand. They planned to offer the range in supermarkets. Some analysts warned that the strategy to improve sales by appealing to discount shoppers could damage the brand's public image with existing customers.

- a Were the company pleased with sales figures in 2000 or worried by them?
- b What strategy to improve sales did the firm consider in 2000?
- c What effect did they hope this strategy would have?
- d What is the danger of this strategy, according to some business analysts?

Complete the table by placing these statements in the correct spaces:

- a New target market may not trust the product because of its old image.
- b Sales might increase.
- c The core values of the brand might become diluted.
- d Potential to increase profit per item.

| | ADVANTAGE | DISADVANTAGE |
|-----------------------------|-----------|--------------|
| Moving the brand upmarket | | |
| Moving the brand downmarket | | |

Look at the reasons for rebranding on the left and match each one with the correct explanation on the right.

- | | |
|--|--|
| <ul style="list-style-type: none"> a in response to a changing market b because of brand globalization | <ul style="list-style-type: none"> i Companies selling the same product in different markets around the world need to re-evaluate the product's success in each market. ii The company needs to rejuvenate the look of its flagship brand. |
|--|--|

Are these statements true or false?

- | | True | False |
|---|--------------------------|--------------------------|
| a Moving a brand upmarket never means putting the price up. | <input type="checkbox"/> | <input type="checkbox"/> |
| b One way to find a wider audience for a product is to move downmarket. | <input type="checkbox"/> | <input type="checkbox"/> |
| c A company only repositions a brand in order to sell it in a specific market. | <input type="checkbox"/> | <input type="checkbox"/> |
| d A company sometimes rebrands a product to change consumers' views of it relative to its competitors. | <input type="checkbox"/> | <input type="checkbox"/> |
| e Firms which re-evaluate their public image recognize the importance of a variety of stakeholders to their well-being. | <input type="checkbox"/> | <input type="checkbox"/> |
| f A company's flagship brand is any brand in its range that sells well. | <input type="checkbox"/> | <input type="checkbox"/> |