

LISTENING AND SPEAKING

PRESENT CONTINUOUS

Discuss these questions.

- 1 What are the advantages and disadvantages for companies of product endorsements?
- 2 How can companies create brand loyalty?
- 3 Can you give any examples of successful or unsuccessful brand stretching?
- 4 Think of a cheap or expensive idea for a product launch.
- 5 What other market segments can you identify (e.g. young singles).
- 6 What action can companies take if they start to lose market share?



Successful brands

A


CD1.2 Chris Cleaver is Managing Director, Business Brands at Dragon Brands. Listen to the first part of the interview and tick the points that he makes.

A brand ...


- 1 helps people to become familiar with a product.
- 2 gives a product an identity.
- 3 increases the sales of a product or service.
- 4 enables the target consumer to decide if they want the product or not.



Chris Cleaver

B  **CD1.3 Listen to the second part of the interview and answer the question.**

What is the main function of a brand?

C  **CD1.4 Listen to the final part. In which two ways has Chris Cleaver's company helped Nokia?**

D **Think of three brands you really like and discuss what 'appealing and persuasive' ideas they communicate to you.**

CD1 TRACK 2 (I = INTERVIEWER, CC = CHRIS CLEAVER)

I What are the qualities of a really good brand?

CC Strong brands – really, you know, brands that you would say have, er, a real traction in the marketplace, um, will have a number of important qualities. Obviously, the first is, they will have high levels of awareness, so people will know about them and recognise them when they see them, and that might be the physical product, or it might be the visual identity, the design manifestation. Um, but obviously recognition is not enough. What needs to happen also is that people, you know, the target customer or consumer, needs to know a lot about that brand, so a strong brand will also immediately communicate a set of appealing and persuasive ideas, er, and perceptions, that enable the end user, er, you know, the target audience, to know whether or not this is a brand for them, um, or whether it's a brand that they, perhaps, are not attracted to.

CD1 TRACK 3 (CC = CHRIS CLEAVER)

CC Brands are really useful ways of firstly conveying all that information instantly, so – think of any brand you like, any brand that you can imagine, say BMW or British Airways or in any sector, and immediately your head is filled with, er, a raft of important information about what the brand does, but as much as that, what it's like and how it appeals to you and connects with you. And so its function, therefore, is to enable you to choose one thing from another – often in markets where there is very little actual difference between, you know, the product. So a BMW – I'm sure BMW would probably be horrified for me to say this – but, you know, a BMW is a car like an Audi is a car like a Mercedes is a car – they've all got four wheels and an engine and, you know, air conditioning and all that type of thing, but the way people feel about them, because of the information and awareness and perception that they have, enables them to decide whether or not one is better for them or right for them or says the right things about them than another.

CD1 TRACK 4 (I = INTERVIEWER, CC = CHRIS CLEAVER)

I Can you give us an example of a brand you have helped?

CC One I can think of is Nokia. Nokia is, you know, a well-known brand, um, it's by far the biggest mobile phone manufacturer – I think it has about a third of the market, so it's way bigger than anybody else. It's also been, um, in the market – it was, kind of invented the market in a way, so for many people, particularly people of my generation, Nokia equals mobile phones. We've helped them in a couple of important ways. Firstly, um, in a market that's changed and a brand that's expanded hugely in terms of what it offers, we helped them with, er, the question of what is it that Nokia is about, and how does

it relate to its customers, its broad range of customers, in ways in which its competitors don't. So to give it that, um, element of choice, you know, so why I should choose a Nokia over a Motorola, um, in addition to what it looks like and what it does. So, what the brand is about – um, so that on what you might call technically the master brand.

And we've also helped them with, um, developing certain parts of their offer in order to, um, react to the market and also to keep the brand fresh. So we worked with Nokia on their N series, which is one of their more technological phones, multimedia phones – although they don't like to call them phones any more because they do so much more – um, in order to satisfy, er, the needs that that emerging customer group has, primarily younger consumers who want to be able to do all sorts of things with their phones – or devices. Um, but also, in order to sharpen Nokia's brand image as a technology leader, it was important that it had products in, in those areas.

Present simple

We use the present simple:

- 1 to give factual information, for example about company activities.

*Unilever **makes** a wide variety of consumer goods.*

***Does** it **market** these goods globally?*

*It **doesn't sell** in every sector.*

- 2 to talk about routine activities or habits.

*I always **buy** the supermarket's own brand of detergent.*

***Do** you usually **pick up** groceries on the way home?*

*He **doesn't choose clothes** with designer labels.*

- 3 for actions and situations which are generally true.

*Many consumers **prefer** well-known brands.*

- 4 for timetables and scheduled events.

*We **launch** the new range on 15 January.*

Present continuous

We use the present continuous to:

- 1 talk about ongoing situations and projects.

*We're **developing** a completely new image for the brand.*

***Are** you still **working** with those designers?*

*They **aren't saying** anything to the press this time.*

- 2 describe temporary situations.

*We're **testing** a new logo at the moment.*

***Are** they **offering** a good discount during the launch period?*

- 3 describe trends.

*The number of people shopping online is **growing**.*

- 4 talk about personal arrangements and plans.

*I'm **meeting** Frau Scharping next week.*



Complete the sentences with the following verbs in the correct form:

get \ happen \ look \ lose \ make \ start \ stay \ try \ work

1 'You're **working** hard today.' - 'Yes, I have a lot to do.'

2 I **'m looking** for Christine. Do you know where she is?

3 It **'s getting** dark. Shall I turn on the light?

4 They don't have anywhere to live at the moment. They **'re staying** with friends until they find somewhere.

5 Things are not so good at work. The company **'s losing** money.

6 Have you got an umbrella? It **'s starting** to rain.

A You **'re making** lot of noise. Can you be quieter? I **'m trying** to concentrate.

8 Why are all these people here? What **'s happening**?

Put the verb into the correct form. Sometimes you need the negative (I'm not doing etc.).

Please don't make so much noise. I 'm.. **trying** (try) to work.

1) Let's go out now. It **Isn't raining** (rain) any more.

2) You can turn off the radio. I **'m not listening** (listen) to it.

3) Kate phoned me last night. She's on holiday in France She **'s having** (have) a great time and doesn't want to come back

4) I want to lose weight, so this week I **'m not eating** (eat) lunch.

5) Andrew has just started evening classes. He **'s learning** (learn) German.

6) Paul and Sally have had an argument. They **aren't speaking** (speak) each other.

7) I **'m getting** (get) tired. I need a rest.

8) Tim **Isn't working** (Work) this week. He's on holiday.