



# Brand

Vocabulary

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# LOYALT Y

**The tendency to always  
buy a particular brand**

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# **IMAG E**

**The ideas and beliefs  
people have about a brand**

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# **STRETCHING**

**Using an existing name  
on another type of  
product**

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# AWARENESS

**How familiar people are  
with a brand (or its logo  
and slogan**

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# **NAME**

**The title given to a  
product by the company  
that makes it**

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# Product

Vocabulary

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# LAUNCH

**The introduction of a  
product to the market**

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# LIFECYCLE

The length of time people  
continue to buy a  
product

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# RANGE

**The set of products made  
by a company**

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# PLACEMENT

**When products are used  
in films or TV  
programmes**

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# ENDORSEMENT

The use of a well-known  
person to advertise  
products

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# Market

Vocabulary

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# **LEADER**

**The best-selling product  
or brand in a market**

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# RESEARCH

**Information about what  
consumers want or need**

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# SHARE

**The percentage of sales a  
company has**

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# CHALLENGER

**The second best-selling  
product or brand in a  
market.**

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# SEGMENT

**Customers of a similar  
age, income level or  
social group**

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# Test

Brand

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**The tendency to always buy a particular brand**

**a. Loyalty**

**b. Image**

**c. Stretching**

**d.**

**Awareness**

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**e. Name**



The title given to a product by  
the company that makes it

- a. Loyalty**
- b. Image**
- c. Stretching**
- d.**
- Awareness**

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**e. Name**

# The ideas and beliefs people have about a brand

**a. Loyalty**

**b. Image**

**c. Stretching**

**d.**

**Awareness**

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**e. Name**

# How familiar people are with a brand (or its logo and slogan)

**a. Loyalty**

**b. Image**

**c. Stretching**

**d.**

**Awareness**

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**e. Name**

# Using an existing name on another type of product

**a. Loyalty**

**b. Image**

**c. Stretching**

**d.**

**Awareness**

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**e. Name**





# Test

Product

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# The use of a well-known person to advertise products

- a. Launch**
  - b. Lifecycle**
  - c. Range**
  - d. Placement**
  - e. Endorsement**
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# The introduction of a product to the market

**a. Launch**

**b. Lifecycle**

**c. Range**

**d. Placement**

**e. Endorsement**

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# When products are used in films or TV programmes

- a. Launch**
  - b. Lifecycle**
  - c. Range**
  - d. Placement**
  - e. Endorsement**
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The length of time people  
continue to buy a product

**a. Launch**

**b. Lifecycle**

**c. Range**

**d. Placement**

**e. Endorsement**

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# Using an existing name on another type of product

- a. Launch
  - b. Lifecycle
  - c. Range**
  - d. Placement
  - e. Endorsement
-



# Test

Market

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**The percentage of sales a  
company has**

- a. Leader**
  - b. Research**
  - c. Share**
  - d. Challenger**
  - e. Segment**
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# The best-selling product or brand in a market

- a. Leader**
  - b. Research**
  - c. Share**
  - d. Challenger**
  - e. Segment**
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**Customers of a similar age,  
income level or social group**

- a. Leader**
  - b. Research**
  - c. Share**
  - d. Challenger**
  - e. Segment**
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**The second best-selling  
product or brand in a  
market.**

**a. Leader**

**b. Research**

**c. Share**

**d. Challenger**

**e. Segment**

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# Information about what consumers want or need

- a. Leader**
  - b. Research**
  - c. Share**
  - d. Challenger**
  - e. Segment**
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# Test

Writing

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**Leader**  
**Research**  
**Share**  
**Challenger**  
**Segment**

**Name**  
**Awareness**  
**Stretching**  
**Image**  
**Loyalty**

**Endorsement**  
**Placement**  
**Range**  
**Lifecycle**  
**Launch**

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