



Brand

Vocabulary

LOYALT Y

The tendency to always
buy a particular brand

IMAG E

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

STRETCHIN G

Using an existing name
on another type of
product

AWARENESS

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



NAME

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



Product

Vocabulary

LAUNCH

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

LIFECYCLE

The length of time people
continue to buy a
product

RANGE

The set of products made
by a company

PLACEMENT

When products are used
in films or TV
programmes

ENDORSEMENT

The use of a well-known
person to advertise
products



Market

Vocabulary

LEADER

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

RESEARCH

**Information about what
consumers want or need**

SHARE

The percentage of sales a
company has

CHALLENGER

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

SEGMENT

Customers of a similar
age, income level or
social group



Test

Brand

The tendency to always buy a particular brand

a. Loyalty

b. Image

c. Stretching

d.

Awareness

e. Name



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

a. Loyalty

b. Image

c. Stretching

d.

Awareness

e. Name

The ideas and beliefs people have about a brand

a. Loyalty

b. Image

c. Stretching

d.

Awareness

e. Name

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

a. Loyalty

b. Image

c. Stretching

d.

Awareness

e. Name

Using an existing name on
another type of product

a. Loyalty

b. Image

c. Stretching

d.

Awareness

e. Name



Test

Product

The use of a well-known person to advertise products

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

The introduction of a product to the market

a. Launch

b. Lifecycle

c. Range

d. Placement

e. Endorsement

When products are used in films or TV programmes

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

**The length of time people
continue to buy a product**

a. Launch

b. Lifecycle

c. Range

d. Placement

e. Endorsement

Using an existing name on another type of product

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



Test

Market

**The percentage of sales a
company has**

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

The best-selling product or brand in a market

a. Leader

b. Research

c. Share

d. Challenger

e. Segment

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

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

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

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

Information about what consumers want or need

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



Test

Writing

Leader
Research
Share
Challenger
Segment

Name
Awareness
Stretching
Image
Loyalty

Endorsement
Placement
Range
Lifecycle
Launch
