

Worksheet A

A. Pre-reading 1: Key words

Either check the answers immediately or give students an opportunity to review their answers after they have read the text.

Key:

1. providers;
2. adopts;
3. segment;
4. parent;
5. overall;
6. loyalty;
7. margins;
8. retailers

B. Pre-reading 2: Categorization

Write students' suggestions on the board before they start reading the text in order to make it easier to compare their ideas with those in the text.

C. Comprehension

Allow stronger students to attempt the activity **before** they reread the text.

Tell students to underline or highlight the words and expressions they used to decide on their answers.

Key:

1. F. The term 'family branding' is used when the product "adopts the name of the company" [Family branding, lines 1-2], and not necessarily that of the family.
2. F. Individual brands "stand alone" [Individual brands, line 1] from their company (i.e. have a separate identity), but are nevertheless still owned by the parent company.
3. T. "... a parent company ... can have several individual brands competing within the same market segment for a share of that particular market." [Individual brands, lines 7-10]
4. T. Own-label brands "compete, normally on price, with the major-label brands" [Own-label brands, line 6]
5. T. "Supermarkets do not manufacture own-label brands; instead they seek companies that have the experience of manufacturing specific products or ranges of products." [Own-label brands, lines 11-13]
6. F. "... own-label brands have proved attractive (as a result of their lower price) in markets where the national economy is experiencing low growth and rising unemployment." [Own-label brands, lines 16-19]
7. F. "... major brands may retaliate by lowering their

prices to compete on price. If they decide not to do this, they normally try to compete on grounds of quality, rather than price." [Own-label brands, lines 24-27]

D. Vocabulary

Even weaker students ought to be able to identify at least some of the missing words without needing to refer back to the text.

Key:

1. instance;
2. aim;
3. improve;
4. seek;
5. diminishing;
6. insecure;
7. purchase;
8. retaliate;
9. lowering;
10. grounds

E. Discussion

Encourage students to give specific examples and to recycle some of the language of branding in this and the previous lesson. If they don't want to talk about themselves, they can talk about someone else or play the role of an imaginary person.

Worksheet B

A. Pre-listening: Vocabulary

Get students to work in pairs and monitor their answers. If they are finding it difficult, give them a chance to listen to how the words and phrases are used in the dialogue before you check your answers.

Key:

1. f;
2. b;
3. a;
4. l;
5. d;
6. g;
7. c;
8. k;
9. h;
10. i;
11. e;
12. j

B. Listening and note-taking

This activity gives students a chance to practise listening for gist. Review their answers as a class.

C. Comprehension check

Ask stronger students to try to answer the questions from memory before they listen again.

Review answers with the whole class and, if necessary, allow them to check their answers against the listening transcript.

Key:

1. F;
2. T;
3. F;
4. T;
5. T;
6. F;
7. T

D. Discussion

This should be a more general discussion than the one at the end of Worksheet A, where they are asked to discuss their own personal shopping habits.

Worksheet A: Level 1 (Intermediate)

A Pre-reading 1: Key words

The words in the box below are all used in the reading text. Fill the gaps in the sentences with one of the words.

adopts overall segment retailers providers loyalty parent margins

- 1. Companies either sell products or they are service _____.
- 2. Family branding is when a brand range _____ the name of the company, e.g. Heinz Tomato Ketchup.
- 3. A particular part of the entire market that your company is trying to sell its products in is a market _____.
- 4. A company that owns a number of brands is a _____ company.
- 5. A company's total share of the market is known as the _____ market share.
- 6. To encourage customers to buy the same brand again and again is to build _____.
- 7. To make a product more profitable is to improve _____.
- 8. Companies that sell goods directly to the public are _____.

B Pre-reading 2: Categorization

Make a list of some of the product brands you buy regularly or know well. Can you think of ways of dividing the brands into different categories?

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Now read the text (below and on the next page) on different types of branding and compare your answers.

Types of branding

Companies can have different policies on branding that affect all the products or services that they offer.

Family branding

As the name suggests, this is a brand range that adopts the name of the company. This can be done by both manufacturers and service providers. Examples include Heinz, Virgin, Cadbury and Shangri-La Hotels.

Individual brands

These are products and services that stand alone, separate from their parent company. They have their own individual identity, and the consumer does not always know which

company owns the brand. These individual brands will have their own brand strategies to compete within their own marketplace. One of the advantages of individual branding is that a parent company such as Procter & Gamble can have several individual brands competing within the same market segment for a share of that particular market. Having such brands 'competing' within the same segment can mean that the parent company has a greater overall share of that market segment than its competitors.

Own-label brands

These are brands that are owned and marketed by retailers. They are also known as retailer brands, own brands, dealer brands, private labels, store brands and generics. The major



Worksheet A: Level 1 (Intermediate)

UK supermarkets have, for instance, created a range of own-label brands including everything from chocolate to washing liquids. These compete, normally on price, with the major-label brands such as Heinz, Cadbury and Kellogg's. The aim of own-label brands is to build loyalty between the customers and the retailers, and to improve store margins.

Supermarkets do not manufacture own-label brands; instead they seek companies that have the experience of manufacturing specific products or ranges of products.

Euromonitor reported that in 2002 own-label brands of Over the Counter (OTC) medicines accounted for 6.4 per cent of the global market. The research reveals that own-

label brands have proved attractive (as a result of their lower price) in markets where the national economy is experiencing low growth and rising unemployment. Where there is a threat of unemployment and diminishing levels of disposable income, consumers will feel increasingly insecure. This will lead them to purchase lower-priced products, usually own-label brands. In such a competitive market, the major brands may retaliate by lowering their prices to compete on price. If they decide not to do this, they normally try to compete on grounds of quality, rather than price.

Adapted from *Foundations of Marketing* by Jonathan Groucutt, pp. 132-4 © Palgrave Macmillan 2005

C Comprehension check

Read the text again and write T (true) or F (false) next to each of the statements.

1. The term 'family branding' is only used when a brand carries the name of the family which started the company.
2. 'Individual brands' are not owned by a parent company.
3. Companies can sometimes have different brands of the same kind of product aimed at the same groups of customers.
4. Own-label brands are normally cheaper than major-label brands.
5. Own-label brands are normally manufactured for supermarkets by separate companies.
6. Sales of own-label brands increase when a country's economy is doing well.
7. Major brands can only compete with own-label brands by cutting their prices.

D Vocabulary

Fill in the missing letters to find words that have a similar meaning to the ones in the list. All the missing words appear in the final section of the reading text, but try to remember the words and complete this question before you look back at the text.

- | | |
|---|----------------------|
| 1. for example | for i _____ |
| 2. an objective | an a ____ |
| 3. to make something better | to i _____ something |
| 4. to look for | to s _____ |
| 5. declining | d _____ |
| 6. unsafe | i _____ |
| 7. to buy | to p _____ |
| 8. to do something bad when someone does something bad to you | to r _____ |
| 9. reducing (prices) | l _____ prices |
| 10. on the basis of | on g _____ of |

E Discussion

Do you usually buy own-brand products rather than well-known major brands? Why? Why not?

Worksheet B: Level 1 (Intermediate)

A Pre-listening: Vocabulary

Here are some words and expressions that will be used in the dialogue. Match them to the definitions.

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|--------------------------------------|--|
| 1. to hold a meeting | a. different and noticeable |
| 2. to sit in on a meeting | b. to attend a meeting to listen and learn from it, but not necessarily participate |
| 3. distinctive | c. where customers have a chance to try a product or buy it at a special price |
| 4. at random | d. to start to realize that a product exists |
| 5. to become aware of (a product) | e. to be more noticeable and seem better than (other products) |
| 6. to build awareness of (a product) | f. to organize a meeting at an arranged time |
| 7. in-store promotion | g. to help people notice that a product exists |
| 8. impulse purchase | h. essential |
| 9. vital | i. to have something in front of you that you have to react to or deal with |
| 10. to be confronted with | j. not as good |
| 11. to stand out from | k. when you decide to buy something immediately without thinking about it previously |
| 12. inferior | l. without a particular method, pattern or purpose |

B Listening and note-taking

You are going to listen to a conversation about branding between Tim, a business studies student who is working as an intern in the marketing department a large chocolate manufacturing company, and Carla, the marketing manager.

As you listen, make notes on Carla's explanation of why branding is important for companies.

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Worksheet B: Level 1 (Intermediate)

C Comprehension check

Listen to the dialogue again and decide whether these statements are true or false. Mark them T or F.

1. Carla thinks that because most chocolate bars look the same on the shelves, people often choose them randomly.
2. Carla thinks that branding can help to create customers for a new product by making them aware of it.
3. Carla thinks that branding is only really useful for launching new products.
4. Carla says that branding can help customers find products they've used before.
5. Carla says that branding helps customers to find the products they want on shelves full of other similar products.
6. Carla says that her company's name is only shown on some of their products.
7. Carla explains that having a brand helps to protect a company from anyone who tries to copy their products illegally.

D Discussion

Think about some of the brands you know. How successful do you think they are in standing out from their competitors?

Listening transcript: Level 1 (Intermediate)

Tim, a business studies student, who is working as an intern in the marketing department of a large chocolate manufacturing company, is talking to Carla, the marketing manager, about branding.

Carla: Tim, we're holding another meeting to discuss the branding of our new range of chocolates at two o'clock. Would you like to sit in on the meeting?

Tim: Yes, please. Carla, can I ask what might seem a very stupid question? Why do people in marketing spend so much time discussing branding? In all the meetings I've attended, you all spend ages discussing the company name, the product name, the logo, the colour and design of the wrappers. I realize they're all important but, in the end, isn't it just a question of making sure our product looks different from the others?

Carla: This isn't a stupid question at all. There are lots of reasons why branding is so essential. The reason you just gave is an important one, of course. People need to know immediately that our chocolate bars are different from our competitors' chocolate bars – in marketing, we call this differentiation. Think about all the different chocolate bars displayed on the shelves of the supermarket. If there was no branding, or if the branding wasn't sufficiently distinctive, all the bars of chocolate on the shelves would look more or less the same. So, people might end up just choosing a bar of chocolate at random, rather than selecting a specific brand.

Tim: But there must be more to it than just making the products look different.

Carla: Yes, of course. Branding has to achieve several other things. It has to build awareness of the product: successful branding helps customers to become aware of our product when they haven't seen it before. Of course, there are other things we can do to build awareness of our product.

Tim: Such as?

Carla: Well we can advertise it on TV or in newspapers and magazines, and we can do an in-store promotion. Also, because we know chocolate is often an impulse purchase, we can ensure that our new brands are displayed at the tills while the advertising campaign to launch the product is taking place. But none of these things will work unless the branding is good to start with, so that people are aware of the product when they first see it.

Tim: OK, so once people become aware of the product, has the branding done its job?

Carla: Well, no. Branding also has to build recall and recognition.

Tim: Sorry, what does that mean?

Carla: Well, customers might try one of our products for the first time and really like it. In which case, it's vital that they can recall or remember the same product they tried the next time they see it. So the details of the branding – the product name, the design of the lettering, the colour of the packaging – need to be really memorable. That's what we call recall.

Tim: And recognition?

Carla: Think about what happens when you look at the shelves of chocolate bars in a supermarket. You are confronted with a huge number of visual images, all competing with each other for your attention. Our product needs to stand out in some way. So the visual branding needs to be strong enough to be immediately recognizable from all the other images it is competing with.

Tim: I see. OK we've been talking about individual products, but what about the overall company brand? Is that important?

Listening transcript: Level 1 (Intermediate)

Carla: Yes, absolutely. Because we have been making chocolate for a long time and have a commitment to quality, our company name is an important part of the brand. So, our company name and logo are always part of the brand design. By showing our company name on each product, we are telling our customers, "Because this product is made by us, you know it is safe, reliable, and high quality". In other words, by using the company name as part of the brand, we are communicating our brand values to our customers. Also, having the brand gives us legal protection from people who might try to copy our products. Otherwise, someone could just decide to copy our product name or packaging but make an inferior product. Not only would this reduce our sales, but it would also have bad consequences for our reputation. So, like all companies, the brand gives us protection and we have to protect the brand.