BRAND - PRODUCT - MARKET

Brand name	the tendency to always buy a particular brand
Brand stretching	the ideas and beliefs people have about a brand
Brand image	the title given to a product by a company so that the product can easily be recognised by its name or its design
Brand awareness	how familiar people are with a brand (its logo and slogan)
Brand loyalty	using an existing name on another type of product

LIVEWORKSHEETS

BRAND - PRODUCT - MARKET

Product placement	the introduction of a product to the market
Product endorsement	the length of time people continue to buy a product
Product range	the set of products made by a company
Product lifecycle	when products are used in films or TV programmes
Product launch	the use of a well-known person to advertise products

LIVEWORKSHEETS

BRAND - PRODUCT - MARKET

Market share	the bestselling product or brand in a market
Market segment	information about what customers need or want
Market leader	the percentage of sales a company has
Market challenger	the second best-selling product or brand in a market
Market research	customers of a similar age, income level or social group

LIVEWORKSHEETS