



# Branding

Lesson code: 12ZP-H6C8-XKVK

Intermediate (B1-B2)

🇺🇸 American English

## 1 Warm-up

When you buy a product, do you buy a particular brand?

## 2 Brand names

Work in pairs or small groups. What do you think about the brands below? Do these brands make you think in a positive or negative way?

1. Amazon
2. Skype
3. Microsoft
4. Volkswagen
5. Google
6. Apple
7. Facebook

## 3 Key branding terms

Complete the definitions with the correct words below.

awareness

economy

identity

image

loyalty

positioning

premium

1. brand **awareness** : customers ability to recognize a brand and connect it to its products
2. brand **image** : a customer's real view of a brand
3. brand **identity** : what a company wants a customer to think about a brand
4. brand **loyalty** : a customer's habit of always buying the same product
5. brand **positioning** : how a product is marketed compared to similar products offered by other companies
6. an **economy** brand: a brand known for low prices
7. a **premium** brand: a brand known for good quality and high prices



## 4 Building a brand

Match the advice for building a brand to the statements below.

1. Decide on your brand's target audience.
  2. Define your brand's mission statement.
  3. Research brands in the same industry niche.
  4. Outline the key benefits and qualities your brand will offer.
  5. Create a brand logo and tagline.
  6. Form your brand voice.
  7. Integrate your brand into every part of the business.
- a. Everything from your brand's logo to its personality should reflect your aim.
  - b. Hire a professional creative agency to help you build your brand.
  - c. The key is about being specific. Figure out what your consumer's lifestyles and behaviors are like.
  - d. Think about what value you can provide to improve your customer's lives.
  - e. This is how you'll communicate with customers, and how they'll respond to you.
  - f. You need to make your brand stand out. Know what the big brands are doing but don't try to copy them exactly.
  - g. Your brand should be visible and be reflected in everything that is seen, heard and read by your customers.

Now, look at the underlined words in this exercise. Use them to complete the sentences below.

1. Part of the brand's success is its memorable \_\_\_\_\_ .
2. The company has managed to find its \_\_\_\_\_ in a very competitive market.
3. The brand's \_\_\_\_\_ is clear. They want to be the future of software design.
4. Your \_\_\_\_\_ will show your brand's personality.
5. The company clearly know that their \_\_\_\_\_ is young adults.

## 5 Discussion

Answer the questions below in pairs or small groups.

1. Do you have a favorite brand? What is it?
2. What brands do you think have good ads?
3. Do you think buying brand products is a waste of money? Why or why not?



## 6 Case study: Nike

Audio



Listen to the audio about the brand Nike. Fill in the gaps in the table below.

Nike	
Year founded	January 25th, 1964
Amount the Nike logo was bought for	1. _____
Money made in first year of business	2. _____
Money made in 1965	3. _____
Revenue in 2017	\$36 billion
Money spent on advertising in 2017	4. _____

Now, listen to the audio again and answer the questions below.

1. What was the name of the company before it was Nike?
2. What is the company's growth each year?
3. Apart from celebrities, what other group of people does Nike use in its ads?
4. What did the company spend money on before its competitors?
5. What do Nike's advertisements try to inspire their consumers to do?
6. What other brand does Nike own?

## 7 Practice

Work in pairs or small groups. You're going to create a new brand of chocolate bars. You'll need to think about the things below.

1. The name
2. The price
3. The tagline
4. What it will look like
5. Who your target audience is
6. Your brand identity



**6 Case study: Nike**

Everyone recognizes the famous "swoosh" logo, visible on all Nike products. It was designed by Carolyn Davidson, a graphic design student in Portland, and bought for the price of \$35. Years later, the company is now worth billions of dollars.

Nike was first known as Blue Ribbon Sports (BRS), and was founded by University of Oregon track athlete Phil Knight and his coach, Bill Bowman, on January 25th, 1964. In the company's first year of business working as a distributor they sold 1,300 pairs of shoes for a Japanese company, and made \$8,000. By 1965 they had a full-time employee and sales reached \$20,000.

Nike is now the world's leading sporting goods brand. In 2017, its revenue was \$36 billion and each year growth is around 5-6%.

So what makes Nike so successful as a brand?

Many experts think that its all in the marketing. In 2017 the company spent \$3.34 billion on marketing. Nike often promotes their products using celebrities as well as professional and college athletes with sponsorship deals. The company also invested in marketing much earlier than their competitors.

Nike sells a lifestyle, focusing on the "emotional benefits" of their products for the consumer. Nike's advertisements often don't mention their products, but are aimed at inspiring the consumer to live healthier and find their own "greatness". Their slogan - "just do it" - is simple, effective, and can be understood by everyone.

Nike is constantly trying innovative things with their products. They made shoes lighter and stronger, and replaced foam with air bags. They also developed a shoe that has laces that tie themselves automatically when you put your foot in the heel.

Nike has a large variety of products across different sports. In addition to clothing and sports equipment, they also sell watches, apps, backpacks, and many other items. Nike also owns several other brands, like Converse. As they offer more products to more people in more markets, they're able to capture a far greater market share.

Nike launched their website in 1999, seven years before Adidas started theirs. They were also one of the first companies to use social media.



**1 Warm-up**

*Encourage a short discussion.*

**2 Brand names**

*Monitor the activity and note any useful vocabulary or common mistakes.*

**3 Key branding terms**

- |                |            |             |            |
|----------------|------------|-------------|------------|
| 1. awareness   | 2. image   | 3. identity | 4. loyalty |
| 5. positioning | 6. economy | 7. premium  |            |

**4 Building a brand**

*Visible means able to be seen - so the logo on products should be easy to see*

- |                |                    |                      |      |      |      |      |
|----------------|--------------------|----------------------|------|------|------|------|
| 1. c           | 2. a               | 3. f                 | 4. d | 5. b | 6. e | 7. g |
| 1. tagline     | 2. niche           | 3. mission statement |      |      |      |      |
| 4. brand voice | 5. target audience |                      |      |      |      |      |

**5 Discussion**

*Note of useful vocabulary and typical errors while you monitor the activity.*

**6 Case study: Nike**

*Play the audio file once for students to fill in the table or use your mobile device to scan the QR code if you prefer this option. (Make sure you have installed a QR code reader app and can access the internet on your device). Play it again for students to answer the questions.*

*Answers: 1. \$35 2. \$8,000 3. \$20,000 4. \$3.34 billion*

*1. Blue Ribbon Sports 2. 5-6% 3. Professional and college athletes 4. Marketing 5. Live healthier and find their own "greatness" 6. Converse*

**7 Practice**

*Monitor the activity and help students where necessary.*

