

4 Read the article again and <u>underline</u> all the collocations with the word *brand*.

Which ones refer to action by brand managers, which to consumers or their reactions, and which ones describe the brands themselves?

- 5 Write examples or definitions for five collocations, then test a partner.
- 6 Choose the best equivalent for the words in **bold** from the article.
- 1 the most marketing-savvy segment a) shy b) keen &) knowledgeable
- 2 covet their disposable income 4) desire b) lose 🕅 target
- 3 to motivate purchase intent ⅓) desire ⅙) enthusiasm c) indifference
- 4 customer loyalty and premium pricing a) inflated b) low w) high
- 5 communicates an identity to their **peers** a) superiors **b**) associates **c**) friends
- 6 creating the kind of **buzz** a) intoxication b) excitement κ) rumours
- 7 own the all-important 'lifestyle empowerment' brand position a) occupy b) buy c) capture
- 8 foster the impression a) adopt b) promote c) protect

## **Discussion**

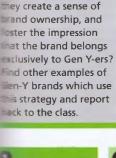
Work with a partner. Discuss how you could apply the ideas from the article to tailor your brand to Generation Y consumers in one of the markets below.

banking services golf courses public transport garden centres public libraries

## Listening

3 2:02-2:07 Two teams of students from Oxford and Cambridge are competing on TV's Marketing Challenge. Listen to six questions and try to answer correctly before the participants.

2:02–2:07 Listen again and label each diagram with the name of the marketing technique from the quiz that it illustrates.



research

Search for the keywords

Converse, Ben & Jerry's and JetBlue. How do











## Discussion

10 In small groups, talk about examples of how the marketing terms above apply to brands and markets you are familiar with.