



4 Read the article again and underline 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 c) knowledgeable
- 2 **covet** their disposable income d) desire b) lose v) target
- 3 to motivate purchase **intent** a) desire v) enthusiasm c) indifference
- 4 customer loyalty and **premium** pricing a) inflated b) low v) high
- 5 communicates an identity to their **peers** a) superiors v) associates c) friends
- 6 creating the kind of **buzz** a) intoxication b) excitement c) 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

Internet research

Search for the keywords *Converse*, *Ben & Jerry's* and *JetBlue*. How do they create a sense of brand ownership, and foster the impression that the brand belongs exclusively to Gen Y-ers? Find other examples of Gen-Y brands which use this strategy and report back to the class.

Discussion

7 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

- 8** 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.
- 9** 2:02-2:07 Listen again and label each diagram with the name of the marketing technique from the quiz that it illustrates.

1 Produkt _____

2 Price _____

3 Promotion _____

4 _____

5 _____

2

3

P? D? G? or Ps?

4

5

6

Discussion

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