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13 _____



12 _____



11 _____



10 _____



9 _____

Listen and match the words to the pictures.



1 _____



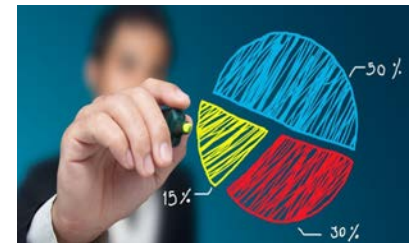
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Branding vocabulary sample answers

- 1 Every brand needs a target audience.
- 2 Our slogan is "100% organic".
- 3 We can improve our brand image if we are best on price, quality and service.
- 4 Mercedes is a premium brand.
- 5 Our market share is 15%
- 6 There are many kinds of logos.
- 7 If we increase sales, we will be the market leader.
- 8 We need to keep the product line small.
9. Brand identity is important if we want to attract customers.
- 10 We have a good branding strategy.
- 11 Brand loyalty is important for football teams.
12. We want our brand image to be outstanding.
- 13 We need to do surveys to understand customer awareness.
- 14 Celebrities are good brand ambassadors.