

"A brand is no longer what we tell the consumer it is, it is what consumers tell each other it is."
Scott Cook, Co-founder of Intuit

Unit 1

Brands

WARM UP

Favourite brands discussion

VOCABULARY

Brand, product and market

LISTENING

What makes a strong brand?

READING

Why luxury brands stay expensive

GRAMMAR

Present simple and present continuous

CASE STUDY

Montero Coffee

Which of these brands do you use, trust, avoid, or feel curious about? Why?

Apple

Nike

OpenAI

Tesla

Samsung

Netflix

Spotify

Airbnb

Uber

Toyota

TikTok

Canva

Duolingo

Notion

LEGO

Shein

Temu

Google

Starbucks

IKEA

I use ... because ...

I trust ... because ...

I avoid ... because ...

I'm curious about ... because ...

A Look at the words. Which ones are **positive**? Which ones are **negative**? Which ones are **neutral**?

affordable	unreliable	stylish	innovative
premium	low-quality	trendy	user-friendly
overpriced	durable	iconic	unethical
value for money	trustworthy	luxurious	sustainable

B What image and qualities does your favourite brands have?

example: Nike is durable

C Match the brand-management phrases to their meanings

- | | |
|----------------------------|---|
| 1 brand loyalty | a the introduction of a new product to the market |
| 2 brand awareness | b when customers keep buying the same brand |
| 3 brand extension | c how familiar people are with a brand |
| 4 product launch | d when a product appears in a film, show, or online content |
| 5 product lifecycle | e all the products sold by a company or brand |
| 6 product range | f a specific group of customers with similar needs or interests |
| 7 product placement | g when a famous person or influencer promotes a brand |
| 8 brand endorsement | h the percentage of total sales a brand has in a market |
| 9 market share | i the stages a product goes through from introduction to decline |
| 10 market segment | j when a company uses an existing brand name for a new type of product |

Digital Practice: p. 26

D Complete the sentences. Then add one example from a real brand.

brand loyalty . brand awareness . brand extension . product launch . product lifecycle . product range
product placement . brand endorsement . market share . market segment

- 1 When people immediately recognize a logo or slogan, the brand has high _____.
- 2 Customers who buy every new iPhone are showing strong _____.
- 3 When LEGO makes films, games, clothes, and theme parks, this is an example of _____.
- 4 The introduction of a new product to the market is called a _____.
- 5 Introduction, growth, maturity, and decline are stages in the _____.
- 6 All the different products sold by a company are its _____.
- 7 When a Coca-Cola bottle appears in a Netflix scene, it is an example of _____.
- 8 When a famous athlete promotes a sports brand, it is called _____.
- 9 If a company has 40% of total sales in its category, that is its _____.
- 10 A group such as young professionals, parents, teenagers, or luxury buyers is a _____.

Digital Practice: p. 26

Discuss the questions using the brand-management phrases.

1. What are the advantages and risks of brand endorsements?

Think about influencers, celebrities, athletes, and experts.

2. How can companies create strong brand loyalty?

Think about quality, customer service, community, price, and emotion.

3. Can you think of a successful or unsuccessful brand extension?

Example: a fashion brand launching perfume, or a tech brand launching a new device.

4. What should a company do if it starts to lose market share?

Think about product updates, pricing, advertising, customer research, or a new market segment.



What makes a strong brand?

A  Listen to Maya Reed, a brand strategist at BrightMark Studio.

Tick the ideas she mentions.

A strong brand...

1. helps people recognise a product quickly.
2. gives a product a clear identity.
3. increases the number of products a company sells
4. helps the target customer decide if the product is right for them.



Maya Reed
Brand Strategist



Audio Track 1
Scan to listen

B 🎧 Listen to the second part of Maya Reed's interview and answer the question.

What is the main function of a brand?



Audio Track 2

Scan to listen

C 🎧 Listen to the final part of Maya Reed's interview.

What two things did Maya's team help the company improve?



Audio Track 3

Scan to listen



Maya Reed
Brand Strategist



D Think of three brands you genuinely like.

What ideas or feelings do they communicate?

Use these words to help you:

reliable · premium · innovative · stylish · affordable · sustainable · practical · trustworthy

Building Luxury Brands

A What makes a brand feel luxurious?

B Skim the article on the next page quickly.

Which points are mentioned?

1. Why luxury brands keep their prices high
2. How luxury brands attract younger customers
3. The risk of becoming too common
4. Why some luxury brands avoid social media
5. The importance of brand heritage
6. How limited editions create desire



Why Luxury Brands Stay Expensive

From our Business & Markets section

- ¹ For many companies, selling more often means lowering prices. But for luxury brands, the opposite is often true. Brands such as Chanel, Rolex, and Louis Vuitton deliberately keep their prices high and continue raising them over time. The reason is simple: exclusivity is part of the product.
- ² When too many people own the same bag, watch, or pair of shoes, it can quickly lose some of its appeal. Marketers sometimes describe this as “the risk of becoming too common.” Luxury brands manage this risk carefully by limiting production and avoiding mass-market retail channels. You will not usually find a Hermès bag on a discount website or in a supermarket.
- ³ Heritage also plays a central role. Brands with a long history use that story as a powerful marketing tool. Rolex does not simply sell watches. It sells precision engineering, craftsmanship, and tradition. This sense of history creates trust among consumers and helps justify premium pricing.
- ⁴ Limited editions are another important strategy. When a brand releases only 500 units of a product, demand can quickly become higher than supply. Customers feel they are buying something rare and personal not just a product, but access to an exclusive group.
- ⁵ Some luxury houses are also rethinking their relationship with social media. While younger brands often use Instagram and TikTok aggressively, some established luxury brands choose to maintain a more selective online presence. For them, mystery and distance are part of the brand identity.
- ⁶ At the same time, a new generation of luxury consumers is emerging. The Middle East, China, and South Korea are producing younger buyers who are brand-aware, digitally connected, and willing to spend. For luxury brands, the challenge is attracting these customers without losing the exclusivity that makes them desirable in the first place.

Building Luxury Brands

C Read the article again and complete the strategy cards.

Limited Editions

When supply is limited,, demand becomes ⁴_____.

Heritage

A long history creates ³_____ and supports premium pricing.

Exclusivity

Luxury brands limit ¹_____ and avoid ²_____.

Digital Presence

Some luxury brands use social media selectively to create ⁵_____.

New Consumers

Younger buyers are digitally connected, but brands must protect their ⁶_____.



D Choose one luxury or premium brand.

Discuss these questions.

1. How does it create exclusivity?
2. What is its brand image?
3. Does it use heritage, limited editions, or social media?
4. Would the brand lose value if everyone could buy it?

Look at these examples and find the difference.

1. Luxury brands **keep** their prices high.
2. Rolex **sells** watches in selected stores.
3. Many luxury brands **are attracting** younger customers these days.
4. This month, some companies **are testing** influencer campaigns to reach new market segments.
5. Luxury consumers often **buy** products for status as well as quality.
6. Premium brands usually **avoid** discount websites.

A Which sentences talk about:

General facts _____

Routines _____

Current changes _____

Temporary situations _____

Present Simple

Use for facts, routines, and things that are generally true.

Structure: **subject + verb / verb+s**

Example: *Luxury brands keep their prices high.*

Time words: usually, often, every year, every day, once a month

Present Continuous

Use for things happening now, current changes, or temporary situations.

Structure: **subject + am/is/are + verb-ing**

Example: *Luxury brands are attracting younger customers these days.*

Time words: now, currently, at the moment, these days, this year

B Complete the sentences with the correct form of the verbs.

1. Luxury brands usually _____ their prices high. (keep)
2. Many fashion houses _____ younger customers this year. (target)
3. Rolex _____ watches through selected stores. (sell)
4. Some brands _____ social media more carefully these days. (use)
5. Premium customers often _____ products for status and quality. (buy)
6. At the moment, the company _____ a new limited-edition bag. (launch)

C Complete the text with the present simple or present continuous form of the verbs in brackets.

Technology brands ¹_____ (grow) quickly these days. Companies such as OpenAI, Canva, and Duolingo ²_____ (change) the way people work, design, and learn. OpenAI ³_____ (develop) AI tools for writing, research, and problem-solving, while Canva ⁴_____ (make) design easier for non-designers.

At the moment, many companies ⁵_____ (invest) heavily in AI and digital tools. They ⁶_____ (try) to make their products faster, simpler, and more user-friendly. However, strong brands still ⁷_____ (need) more than good technology. They ⁸_____ (depend) on trust, clear communication, and customer loyalty.

These days, younger customers ⁹_____ (look) for brands that feel useful, ethical, and personal. That is why many companies ¹⁰_____ (focus) on brand image as much as product quality. A successful brand ¹¹_____ (help) people understand not only what a product does, but also why it matters.

MONTERO COFFEE

Premium Colombian Coffee Brand

Montero Coffee a premium Colombian coffee brand is expanding into the Asian market. It must decide how to protect its brand identity while attracting new customers.

Overview

Background

Montero Coffee was founded in 1987 in Medellín, Colombia.

- Produces high-quality, single-origin coffee
- Sells through premium retailers and independent coffee shops
- Strong presence in the UK, France, and Germany
- Known for authenticity, craftsmanship, and sustainability

Current Challenge

- European market share is declining
- Competitors offer similar products at lower prices
- Younger consumers prefer convenience over craftsmanship

Next Step

Expansion into Japan, South Korea, and China

A What challenges and opportunities might Montero face when entering the Asian market?

Market Research

Montero recently conducted focus groups in Tokyo, Seoul, and Shanghai.

The results show how consumers currently perceive the brand.

Customer Perception	Yes
High quality	71%
Exclusive	63%
Sustainable	67%
Value for money	29%
Well known	18%
Innovative	22%

B Which findings are Montero's biggest strengths? Which findings should concern management most?

If you were Montero's marketing director, which result would you improve first?

Strategy Options

© You have a limited budget and want to protect Montero's premium image. Which TWO options would you recommend? Why?

Open flagship cafés
in major cities

- High impact
- Very expensive

Partner with local
premium cafés

- Lower cost
- Faster entry

Launch a limited-
edition Asian blend

- Protects premium
image

Work with food &
lifestyle influencers

- Increases awareness
quickly



Introduce smaller,
affordable packs

- Increases
accessibility
- May weaken
exclusivity

Promote Colombian
heritage &
sustainability

- Strengthens brand
identity



Consultant Recommendation



From: Ardent & Co. Brand Strategy Team **To:** Montero Management Team

Subject: Recommendation for Montero's Asia Expansion

Dear Montero Management Team,

Following our review of the focus-group results in Tokyo, Seoul, and Shanghai, we believe Montero should enter the Asian market carefully, without weakening its premium brand image.

We recommend focusing on two strategies in the first stage of expansion.

First, Montero should partner with selected local premium cafés in major cities. This would help the brand build awareness through trusted local businesses, while avoiding the high cost of opening flagship cafés immediately.

Second, Montero should emphasise its Colombian heritage and sustainability credentials. The research shows that consumers already associate the brand with quality, exclusivity, and sustainability. These strengths should become central to the launch message.

At this stage, we do not recommend lowering prices. A cheaper product range could damage Montero's premium positioning.

Best regards,
Ardent & Co. Brand Strategy Team

Compare with your decision.

- *Did your team choose the same strategies?*
- *Do you agree with the consultants? Why or why not?*



Resources

- Answer Keys
- Audio Links
- Digital Practice
- Transcripts

Vocabulary

A. Brand image

Positive:

affordable, stylish, innovative, user-friendly, durable, iconic, value for money, trustworthy, luxurious, sustainable

Negative:

overpriced, low-quality, unreliable, unethical

Neutral / depends on context:

premium, trendy

Note: Some words can be interpreted differently depending on the brand and the customer. For example, premium can be positive for luxury customers, but negative for price-sensitive customers. Trendy can suggest modern and fashionable, but it can also suggest something temporary.

C. Brand Management

1-b · 2-c · 3-j · 4-a · 5-i · 6-e · 7-d · 8-g · 9-h · 10-f

D. Brand Management

1. brand awareness · 2. brand loyalty · 3. brand extension · 4. product launch · 5. product lifecycle · 6. product range · 7. product placement · 8. brand endorsement · 9. market share · 10. market segment

C. Brand Management

1-b · 2-c · 3-j · 4-a · 5-i · 6-e · 7-d · 8-g · 9-h · 10-f

D. Brand Management

1. brand awareness · 2. brand loyalty · 3. brand extension · 4. product launch · 5. product lifecycle · 6. product range · 7. product placement · 8. brand endorsement · 9. market share · 10. market segment

Listening

A.What makes a strong brand?

1, 2, 4

B.What is the main function of a brand?

A brand helps customers choose between similar products by communicating information, perceptions, and values about a company or product.

Short Answer: To help customers choose between similar products.

C.What two things did Maya's team help the company improve?

- 1.They clarified what the brand stands for and how it is different from competitors.
- 2.They developed a new product range to attract a specific customer group and strengthen the company's image.

Reading

B. Which points are mentioned?

All points are mentioned (1–6).

C. Building Luxury Brands

1. production
2. mass-market retail channels
3. trust
4. higher
5. mystery
6. exclusivity

Grammar

A.

General facts: **1, 2**
 Routines: **5, 6**
 Current changes: **3**
 Temporary situations: **4**

B.

1. **keep**
2. **are targeting**
3. **sells**
4. **are using**
5. **buy**
6. **is launching**

C.

- | | |
|-------------------------|-------------------------|
| 1. are growing | 7. need |
| 2. are changing | 8. depend |
| 3. is developing | 9. are looking |
| 4. is making | 10. are focusing |
| 5. are investing | 11. helps |
| 6. are trying | |

Audio Library

Scan the QR codes to access the listening tracks.



Track 1

What Makes a Strong Brand?



evenstaracademy.com/audio/brands-track-1



Track 2

The Main Function of a Brand



evenstaracademy.com/audio/brands-track-2



Track 3

Helping a Company Improve a Brand



evenstaracademy.com/audio/brands-track-3

Brand Management Vocabulary Match

- **Type: Matching**
- **Focus: Brand management vocabulary**
- **Instructions: Match each term to its definition.**

0:10

Market share	Product placement		when a company uses an existing brand name for a new type of product		the introduction of a new product to the market
Brand loyalty	Brand awareness		when a famous person or influencer promotes a brand		a specific group of customers with similar needs or interests
Product launch	Product lifecycle		how familiar people are with a brand		when a product appears in a film, show, or online content
Product range	Brand endorsement		the percentage of total sales a brand has in a market		the stages a product goes through from introduction to decline
Brand extension	Market segment		when customers keep buying the same brand		all the products sold by a company or brand

Submit Answers

Open Activity

Scan to play on your phone or use the link below
<https://wordwall.net/resource/114228167>



Brand Management Gap fill sentences

- **Type: Gap Fill**
- **Focus: Brand management vocabulary**
- **Instructions: Complete the sentence.**

:29 ◀ 1 of 8 ▶

brand awareness

brand image

No one recognises our logo or slogan. We need to spend more on advertising to raise .

Submit Answers

Open Activity

Scan to play on your phone or use the link below
<https://wordwall.net/resource/114231368>



Grammar Complete the sentence

- **Type: Gap Fill**
- **Focus: Present Simple vs Present Continuous**
- **Instructions: Complete the sentence.**

0:02 ◀ 1 of 10 ▶

target are targeting

This year, many companies younger customers.

Submit Answers

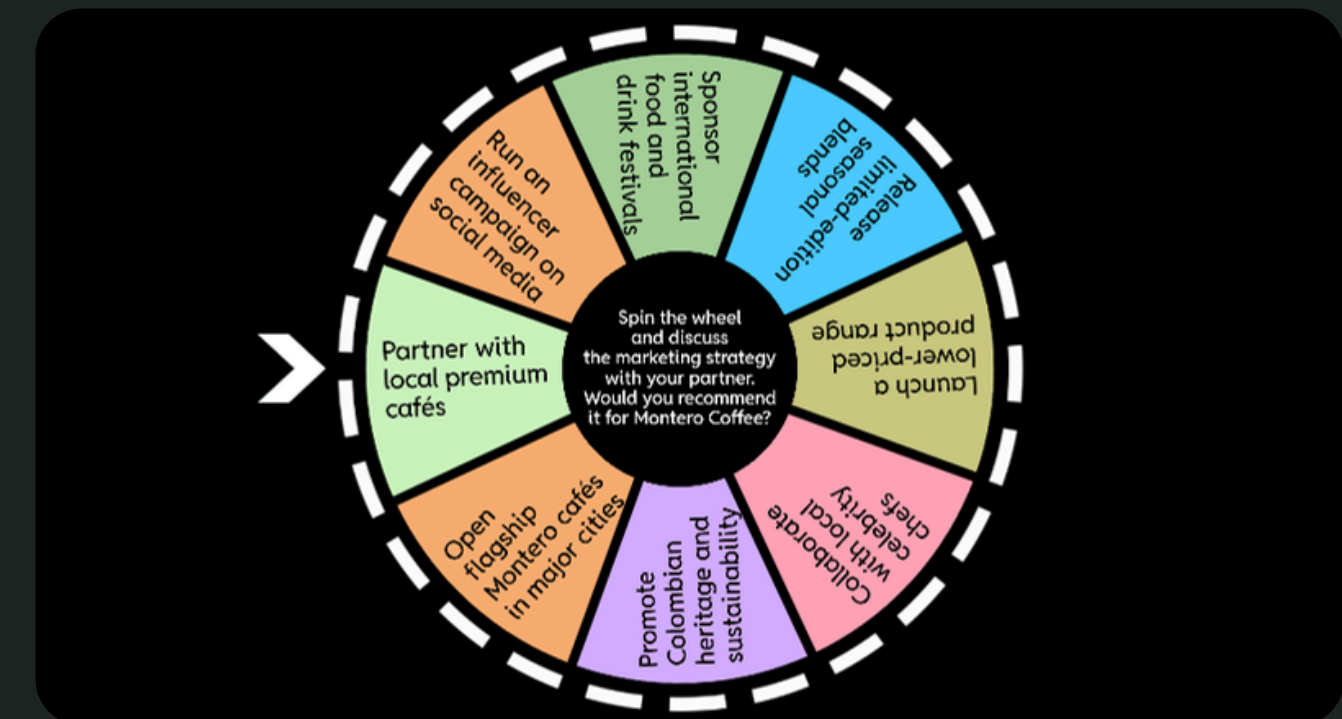
Open Activity

Scan to play on your phone or use the link below
<https://wordwall.net/resource/114232500>



Montero Coffee Strategy Wheel

- **Type: Spin Wheel**
- **Focus: Case Study Discussion**
- **Instructions: Spin the wheel and discuss the prompt.**



Open Activity

Scan to play on your phone or use the link below
<https://wordwall.net/resource/114234869>





Track 1

What Makes a Strong Brand?

Interviewer:

What are the qualities of a really strong brand?

Maya Reed:

A strong brand does more than show a logo or a name. First, it creates recognition. People see the colour, the shape, the packaging, or the design, and they know immediately which brand it is.

But recognition is only the beginning. A successful brand also communicates an identity. It tells people what the product stands for. Is it modern? Reliable? Premium? Sustainable? Fun? Practical?

The best brands make these ideas clear very quickly. They help the target customer understand, "Is this product for someone like me?" That is why brand image is so powerful. It does not only describe the product. It creates a feeling around the product.



Track 2

The Main Function of a Brand

Interviewer:

So, Maya, what is the main function of a brand?

Maya Reed:

The main function of a brand is to help people choose. In many markets, products are very similar. Think about phones, trainers, coffee shops, or streaming platforms. Many of them offer the same basic features.

So why does one person choose Apple while another chooses Samsung? Why does one person prefer Nike while another prefers Adidas? The answer is not only the product. It is also the meaning of the brand.

A brand gives people information quickly. It tells them what kind of experience to expect and what the brand says about them.

For some customers, the most important thing is quality. For others, it is price, design, status, convenience, or values. So a brand helps customers make a choice, especially when the products themselves are not completely different.



Track 3

Helping a Company Improve a Brand

Interviewer:

Can you give us an example of a brand you have worked with?

Maya Reed:

Yes. One example is a fitness technology company that wanted to launch a new smartwatch.

The product was good, but the brand image was not clear. Some customers saw it as a serious sports product. Others thought it was more of a lifestyle accessory.

Our first job was to define the brand more clearly. We helped the company decide what the smartwatch should represent: health, motivation, and everyday progress.

We wanted customers to feel that the product was not only for athletes, but also for busy people who wanted to take better care of themselves.

The second part was the product launch. The company wanted to reach a younger market segment, especially people who were already using apps to track sleep, steps, and exercise. So we helped them create a launch message that felt simple, modern, and personal.

Instead of saying, "This watch has many features," the campaign said, "Understand your day. Improve your habits." That message made the brand feel more useful and more human.

The background features a dark, textured world map. Overlaid on this are two concentric circles: a larger, semi-transparent dark blue circle and a smaller, solid black circle in the center. Six yellow circles of varying sizes are scattered around the composition. The text "Thank you" is written in a large, bold, yellow sans-serif font, centered within the black circle.

Thank you

"Enjoyed this lesson?" Leave a review and help other teachers find quality materials
More units coming soon...