

Would you mind telling me _____?

What's the best thing about _____?

When did you last _____?

Do you consider yourself _____?

How long have you _____?

When do you suppose _____?

Do you think you'll ever _____?

Do you have any idea _____?

Unit 8 - BRANDS

1 _____ = a type of product or group of products sold using a particular name, which is often the name of the company that produces them

2 _____ = having a label or name that shows it is made by a particular company, usually a well-known one

3 _____ = a product or group of products that a shop/store sells with its own name on rather than the name of the company that produced them

4 _____ = the name or type of a machine, piece of equipment, etc. that is made by a particular company (usually about cars or electrical goods)

5 _____ = a person at a company who is in charge of developing and selling a particular group of products

6 _____ = the ideas people have about a brand

7 _____ = the qualities of a brand which make it different from other brands

8 _____ = produced as a standard type of product, that does not have a brand name or is not protected by a trademark

9 _____ = how much people recognize a brand

My name's Tomas. I'm Portuguese, and I've been (1) _____ for Woof dog food for the whole of Portugal and Spain since I left business school last summer. The Woof (2) _____ is owned by a big international group. The market for pet food in Portugal and Spain is growing very fast, as more and more people own dogs and cats, and we're trying to increase (3) _____ of Woof through TV commercials and hoardings in the street. Research shows that people have very positive ideas about it: it has a very positive (4) _____. But the supermarkets have their (5) _____ dog food, usually sold cheaper than our product, which is a problem. There are even (6) _____ sold just under the name "dog food". We have to persuade people that it's worth paying a bit more for a (7) _____ product like Woof, which is far better, of course.