

A background image showing a business meeting with people at a table, a laptop displaying charts, and a coffee cup. A large teal diagonal overlay covers the left and center of the image.

NEW BUSINESS ENGLISH 6

Lesson 20 Branding



LEARNING GOALS

- ◆ Linking Importance in Statements
- ◆ How to Build a Strong Brand



Warm-up

- ◆ Does the company brand matter?
Why do you think so?





The sales manager summarized the importance of brand image, and the staff discussed how to strengthen it.

Situational Dialogue

Listen to the dialogue.

Manager: Once again, I **profoundly** realize the importance of brand image. How can we strengthen our brand image?

Abby: First of all, it's quite **fundamental** to **guarantee** product quality to avoid quality issues. It was fortunate that we were able to survive the **crisis** by taking effective measures. But we must learn from this experience and avoid repeating it.

Bob: When it comes to dealing with new customers, I'd like to emphasize the importance of **networking** because first impressions are crucial.

Cindy: In terms of the **after-sale** process, it's of great value to provide good customer service, which plays a role in improving customer satisfaction and making them trust our brand.

Role-play

Do a role-play and then answer some questions.

Manager: Once again, I profoundly realize the importance of brand image. How can we strengthen our brand image?

Abby: First of all, it's quite fundamental to guarantee product quality to avoid quality issues. It was fortunate that we were able to survive the crisis by taking effective measures. But we must learn from this experience and avoid repeating it.

Bob: When it comes to dealing with new customers, I'd like to emphasize the importance of networking because first impressions are crucial.

Cindy: In terms of the after-sale process, it's of great value to provide good customer service, which plays a role in improving customer satisfaction and making them trust our brand.

⌘ Linking Importance in Statements



- It's vital/ crucial/ fundamental that ...
- It's of great value/ importance to ...
- I'd like to stress/ emphasize the value/ importance of ...
- It's necessary to note that ...



Example Sentences:

- **It's quite fundamental to** guarantee product quality to avoid quality issues.
- **It's vital that** we guarantee our customers the best quality we can offer.
- **I'd like to emphasize that** our company is having difficulty achieving our target sales for this month.
- **It's necessary to note that** a successful company needs to hire the right people.

⋮ How to Build a Strong Brand

5 Methods of Branding

Personalized Branding

This is also known as custom-branding. It helps customers feel emotional and connect with a brand deeper than the usual business-customer relationship.

Co-Branding Method

This is a method used to combine the marketing and branding power of two different companies to create a new product or service.

Insider Branding Method

This displays your company as an expert source within different important groups in order to access important marketing channels.

⋮ How to Build a Strong Brand

5 Methods of Branding

Identification Branding Method

The brand's customers take on the brand and make it their own. The customer will take it upon themselves to market for a brand, due to their newfound brand loyalty.

Product Branding Method

This focuses on making a single product distinct and recognizable. Symbols or designs are an essential part of this to help customers identify products easily.



1. Which do you think is the most effective method?
2. Why is it essential to build a strong brand?

Oral Practice

Scenario:

In a meeting, you were asked to share your ideas on how to build a good brand for a product. Choose which branding method is best for the product and stress its importance.



∴ Key Expressions for Linking Importance:

- It's vital/ crucial/ fundamental that ...
- It's of great value/ importance to ...
- I'd like to stress/ emphasize the value/ importance of ...

∴ 5 Branding Methods:

- Personalized Branding
- Co-Branding Method
- Insider Branding Method
- Identification Branding Method
- Product Branding Method

4 Essential Brand Components

Brand Identity

It is the brand specifically controlled by the internal owner of the brand.



Brand Image

It is how the customers see it from their perspective.



Brand Culture

It is the company's core values and how you set an example for those values.



Brand Personality

It is the company's human characteristics to make brands relatable.



- 1. Which among the components should a company pay more attention to?*
- 2. Why do we need to address the brand components when building a brand?*

Overview

Linking Importance in Statements:

- It's vital/ crucial/ fundamental that ...
- It's of great value/ importance to ...
- I'd like to stress/ emphasize the value/ importance of ...
- It's necessary to note that ...

How to Build a Strong Brand: 5 Branding Methods:

- Personalized Branding
- Co-branding Method
- Insider Branding Method
- Identification Branding Method
- Product Branding Method

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