

# UNIT 2 LISTENING CHART

As you watch these videos, listen out for significant phrases and concepts mentioned by the interviewees listed in the chart below. Tick them off as you hear them.

## BRAND DEVELOPMENT & MARKETING

STATEMENT FROM INTERVIEW	TICK WHEN HEARD
Marketing is about understanding customers	
Customers change in relation to culture	
Culture changes over time	
It's reflected in the way we develop our advertising and our brands	
If you want to develop a brand, you need to understand what's happening in society in general	
If a brand is seen as old fashioned or not in tune with society, it won't have the same impact	
All trade takes place on a global scale	
When a brand crosses a border, it's got to adapt itself internationally	
McDonalds in India have the Maharaja Mac which is a lamb based product	
Colours have different meanings in different societies	
An unknown brand will not work as a brand. If you don't know it, it's not a brand	
In order to create brand value, you need communication	
One of the most common ways of creating the communication and marketing effect is to engage well known personalities as brand ambassadors	

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## APPROACHES TO BRAND ARCHITECTURE

STATEMENT FROM INTERVIEW	TICK WHEN HEARD
The Virgin group is known internationally and every sub brand within the Virgin group has the name Virgin and the red colours	
A branded house is like a family house. Everyone has the same surname	
The house of brands is an alternative brand architecture. Like students living in the same house who all belong together but who have different names	
Unilever has lots of sub brands but none of them include the name Unilever	
Virgin is a branded house	
A branded house approach allows a new brand to raise awareness in the market quickly and to grow very quickly	
The disadvantage to the branded house approach is that if something goes wrong, with one of the branded products or services, it can badly affect the others	
The Unilever approach [house of brands] allows for a more personalised marketing campaign for each product	
The other advantage of house of brands is you can cover a bigger part of the market	