



Title:	Branding	Level: medium
---------------	----------	----------------------

Text:	<p>Hiroko told us all about her visit to the UK between Christmas and New Year. On the flight, she was served a meal that was advertised as being a recipe from a renowned international chef.</p> <p>Branding is the term used when one or more products are advertised with a maker's name or image that is unique. The idea is to develop loyalty among customers by creating a reputation for quality, meaning they would be more likely to buy products from that maker, as opposed to from others.</p> <p>I also noticed this recently at a car exhibition when sitting in number of saloon cars that each had door and dashboard speakers labelled with the name of the speaker brand. The brand of speakers used had a strong reputation for quality in the country of manufacture of the car, I imagined.</p>
Discussion:	Are you influenced to buy branded products?
Words and usage:	<p>Reputation</p> <p>This is the image people have of a person or organisation based on experiences and comment they have heard from others. Reputations can be both positive and negative.</p>
Resources:	<p>https://translate.weblio.jp</p> <p>Oxford Dictionaries. http://www.oxfordlearnersdictionaries.com</p> <p>The British Council website. https://learnenglish.britishcouncil.org</p>
Practice idea:	Look around your house and identify a few branded items. Write about why you bought them. Was it because of the brand image?
Listening link:	<p>Branding - audio</p> 
Quiz Me! Conversation card:	<p>Card number B2 below is from Starter pack 2, available at englishbooks.jp, Amazon and Rakuten</p>  <p>What clothes brand is your first choice?</p> <p><small>quizme.jp</small></p>