

1. Read the statements below and the extracts from a text about branding above. For statements a-f, choose which excerpt (A, B, C, D) each statement refers to. The excerpts may be used more than once.

a) brands sell lifestyles not just products.

b) the difference between brand identity and logo design.

c) what is involved in creating a new brand identity.

d) how to make sure all parts of your company are giving the same message to customers.

e) why companies study current social trends to develop a brand.

f) a warning about what often goes wrong when a company redesigns their brand.

2. Match the underlined words in the text to their definitions.

a) firm and not changing in your friendship with or support for a person or an organization:

b) to recognize someone or something and say or prove who or what that person or thing is:

c) feeling interested in a particular subject: