

Course: Business English Level 3

Day №19

UNIT 10: Corporate Image



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***Tell me the first thing that comes to your mind when
you hear these companies' names.***

Focus on words



Choose five words from the list and think of a product or service that can be described by those words.

Example: (Volvo) - Volvo cars are known for being safe.

amazing

convenient

easy-to-use

exciting

flexible

good value

high-class

incredible

inexpensive

innovative

long-lasting

safe

satisfying

sensible

simple

speedy

tasty

top quality

tough

unbeatable

1.



3.



2.



4.



1. *What can you tell me about these companies?*
2. *What other companies do you admire?*

UNIT 10: Corporate Image

10.2 Advertising



Why do companies advertise?

Analyze this

The importance of branding

Faced with enormous choice and a shrinking gap between products in terms of quality and originality, what makes a customer choose you? Customers look to brands to reassure that the product or service is right for them in terms of quality, price and, sometimes, novelty. So how does a business create an identity that will attract and retain customers at home and abroad?

The fundamentals

From a legal and a commercial point of view, there are three basic requirements to be met:

- the name of the business
- domain names and website
- trademarks and logos



1 The name of the business

Nobody would set up a business or launch a new product without giving it a name. For companies, the position is relatively straightforward. To use a company name, it must be registered. As well as official records, searches can be made in the Trademarks Register, the Yellow Pages, relevant trade directories and most importantly, the Internet.

2 Domain names and websites

A website is now an essential tool for business. As with company names, to use a domain name, it must be registered. If a domain name has not already been registered, it is available.

3 Trademarks and logos

A proper search for trademarks or logos will look for not only the same name as the name you are considering, but also for similar names. The registration process takes between six and nine months for a straightforward application. Having a registration helps protect your business from copycats.



***Thank you for
today!***

***I'm looking forward to
seeing you again!***