

# Business English Conversation Lessons: Brands

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In this conversation lesson, students learn vocabulary related to brands and discuss the topic in small groups. This lesson works best with intermediate or advanced classes, but it could be adapted to fit a range of levels.

## Vocabulary

Recommended terms to pre-teach:

Basic brand elements: **name, logo, tagline, slogan**

Type of brands: **premium brand, store brand, generic brand, name brand, service brand**

Additional terms: **brand awareness, brand image, brand loyalty, brand extension**

## Conversation Questions

1) What are some brands from your country with high brand awareness? What type of products are they? What are the taglines of these products?

2) What are some brands with a well-known logo? What do you think are the most recognized logos worldwide? Discuss with your group and try to agree on what you think are the 10 most-recognized logos worldwide. *[Note: It's hard to get a consensus on this. Different publications have different answers. The idea here is for your students to discuss it]*

3) What are some premium brands you know? What qualities do they have? What sets them apart from the competition?

4) Do you buy generic brands? What type of products do you buy generic brands for? What type of products do you buy brand names for? Why? Tell your group about it.

5) Describe the brand image of the following brands: Red Bull, Pepsi, Nintendo, Victoria's Secret, Chanel, Hyundai, McDonald's, Subway

Tell your group what you think of when hear these brand names. What are some adjectives that come to mind when you think of these brands?

6) Do you have brand loyalty to certain brands? Which brands? Why do you have brand loyalty to these brands? What is the brand image of these brands?

7) Can you think of any companies that have extended their brand? Which companies? Were they successful?