## How brands influence our thinking

"Branding is what people say about you when you're not in the room."

— Jeff Bezos, founder of Amazon

| <ul> <li>What brand first comes to your mind when you think of the items below?</li> </ul> |  |
|--|--|
|--|--|

a soda

a laptop

a gaming console

- sportswear

a cup of coffee

sunglasses

- Have you chosen the same brand as your classmates? If so, discuss why that might be.
- Are you a loyal customer of any particular brand? If so, say why.
- 3. You are going to watch a video in which experts talk about branding. Read the quote from the video and choose one option below. Then, watch the first part of the <u>video</u>

  [https://youtu.be/4eIDBV4Mpek] (to 02:26) and check your answer.

"Coke is just soda, Tylenol just acetaminophen, and Levi's are just jeans."
Yet consumers go out of their way to select these specific brands over others."

Consumers choose certain brands over others because...

- A. our brains are influenced by persuasive advertising, leading to irrational spending choices.
- B. they want to define who they are and connect with others in a certain way.
- C. they value expensive products more than cheap ones.
- D. they identify with the brands their family has traditionally chosen.

| 4. | Watch the rest of the video | (from 02:26 | ) and take notes on the following | topics. |
|----|-----------------------------|-------------|-----------------------------------|---------|
|----|-----------------------------|-------------|-----------------------------------|---------|

| A. | The experiment on Apple users and Galaxy users |  |  |
|----|--|--|--|
| В. | Making informed consumer choices               |  |  |
|    |  |  |  |

## How brands influence our thinking

| C. What brands are compared to and why |  |  |  |  |
|--|--|--|--|--|
|  |  |  |  |  |
|  |  |  |  |  |

#### 5. Discuss the following statements and ideas and say to what extent you agree with them.

- We relate to brands in the same way we relate to people.
- Without being fully aware of it, we choose brands to express our personalities, values or lifestyle through them.
- Brands can fulfil the need for connection and belonging just like communities and institutions used to.
- I am aware that I automatically lean towards certain brands when making a purchase.
- As consumers, we don't really understand the brand-building strategies that underlie our perceptions of brands.

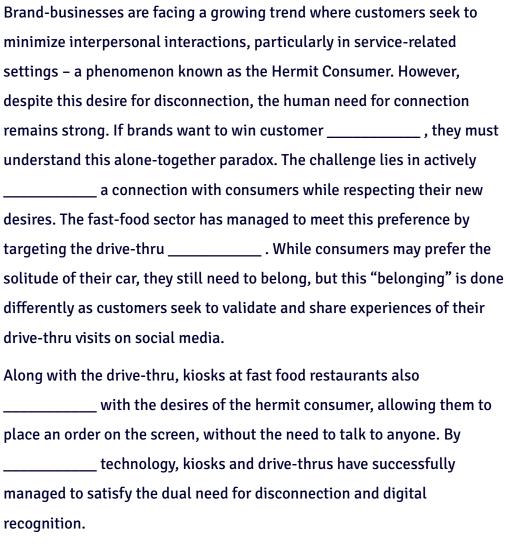
# 6. Match the sentence beginnings (A-H) and endings (1-8) to complete each of the brand-building strategies.

- A. Foster loyalty by delivering...
- B. Weave a genuine narrative by telling...
- C. Forge strong emotional bonds by nurturing...
- D. Strengthen relatability by showing...
- E. Align with social values by contributing...
- F. Serve a niche by targeting...
- G. Leverage market buzzwords by using...
- H. Ensure reliability by being...

- 1. ... a compelling story that shares values the targeted audience cares deeply about.
- 2. ... deep connections with customers through experiences that resonate on an emotional level.
- 3. ... consistent quality and encouraging support from customers.
- 4. ... to positive change in the world.
- 5. ... a segment of the market with their needs and preferences.
- 6. ... consistent and meeting expectations.
- 7. ... how products have positively impacted the life of real customers.
- 8. ... trendy terms that generate interest and increase brand visibility.

## How brands influence our thinking

- 7. Read the statements in ex. 6 again and say which three strategies contribute most to a brand's success. Give examples by considering popular brands.
- 8. You are going to read a text about a rising phenomenon among consumers, often referred to as the alone-together paradox. Say what you think this paradox might be. Then, read the text to check your ideas.



Source: Branding Strategy Insider

9. Read the text again and complete the gaps with the correct form of five of the words in the boxes.

align forge leverage loyalty narrative niche relatability weave

# How brands influence our thinking

#### 10. Complete the statements with your own ideas. Share them with a partner and see if they agree.

- The Hermit Consumer phenomenon can also be seen...
- When making a purchase, I feel anxious or pressured if...
- Another way brands have adapted to changing consumer preferences to enhance customer loyalty
- Between maximizing convenience or forging strong emotional bonds among customers, I'd rather brands...
- When it comes to reliability, from my experience as a consumer, I'd say leveraging technology...

