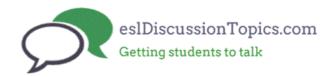
Brands (Student A)



- 1. Can you think of a brand which appeals to you? What do you like about it?
- 2. Why do companies spend so much money promoting their brand?
- 3. How important is an attractive logo to a brand?
- 4. How would you calculate the value of a brand?
- 5. What would you say is the world's oldest brand?
- 6. Is it possible to mislead your customers with your brand?

Brands (Student B)



- 1. What is involved in creating a successful brand?
- 2. How important is a good name to a brand?
- 3. In what way can a brand be damaged?
- 4. What would you say is the most successful brand in the world?
- 5. Can you think of a brand which has been unsuccessful?
- 6. Have you any idea what a concept brand is?