

Global brands

Level

Intermediate and above

Tasks

Matching company names to their business sector
 Guessing the position of some of these companies in a list of the Top 100 brands
 Reading an article on global brands
 Creating sentences with collocations of the word 'brand'
 Discussing issues arising from the article

How to use the lesson

- 1 Ask students to tell you an internationally recognisable logo – such as the golden arches of MacDonald's. Tell them the lesson will be about brands. Hand out the worksheet and ask students in groups to match the company names with the corresponding business sector. If one group is unable to complete the task, ask other groups to supply the answers.

Answers

<i>automotive – Mercedes / BMW / Toyota / Honda</i>	<i>transportation – UPS</i>	<i>clothing – Zara</i>
<i>pharmaceuticals – Novartis</i>	<i>telecoms equipment – Nokia</i>	<i>media – Reuters</i>
<i>computer software – Microsoft</i>	<i>finance service – HSBC</i>	<i>luxury – Luis Vuitton</i>
<i>consumer electronics – Samsung</i>	<i>Internet services – Google / Amazon</i>	<i>beverages – Coca Cola</i>

- 2 Ask students to guess the company names. They then check their answers by scanning the article.

Answers

(a) Coca Cola (b) Nokia (c) Mercedes (d) Toyota (e) HSBC

- 3 Students read the whole article. Ask comprehension and extension questions such as: How, according to the article, is brand advertising changing? Can you think of other examples of 'product endorsement'? Deal with any useful vocabulary at this point, such as: *ranking / criteria*.
- 4 Students consider their own company, or a famous brand, and use the collocations to create sentences.
- 5 Students work in small groups and discuss their answers to the questions. Monitor the discussion. Ask each group to report their ideas to the class, then hold a feedback session. Finally, provide any relevant language feedback.

Related websites

Send your students to these websites, or just take a look yourself.

<http://www.interbrand.com/>

<http://www.allaboutbranding.com/>

<http://www.brandchannel.com/>