

# The world's favourite brands

## Level

Intermediate

## Tasks

Discussing how important a 'brand name' is when buying a product

Guessing the top 3 brands in the world

Reading an article on international brands

Completing the missing vowels in a number of words which collocate with 'brand'

Discussing questions arising from the article

## How to use the lesson

- 1 Write the word 'brand' on the board and elicit some words connected with it, such as 'brand name', or companies which have a strong brand, such as Coca Cola. Hand out the worksheet. After students have discussed their answers, ask students to give you feedback on their discussion. Which student is the most brand aware in the class? Who is the least brand-conscious?
- 2 Ask students to guess the world's top three brands. They can check their answer by scanning the second paragraph of the article.

### Answers:

(a) *Coca Cola*      (b) *Microsoft*      (c) *IBM*

- 3 Students read the complete article. Ask them to tell you the companies mentioned in the article, and what they learn about them. If appropriate, deal with any useful vocabulary such as: ranking / loyalty / customer base.
- 4 Ask students to complete the missing vowels in the words.

### Answers:

(a) *name*      (b) *value*      (c) *awareness*      (d) *loyalty*      (e) *leader*      (f) *image*

- 5 Ask students to discuss the questions in small groups. Ask one student from each group to report back the group's ideas to the class. Encourage discussion. Finish the lesson by providing language feedback.

Teacher's note: you can follow up this lesson by playing the 'Brands Game'.

See: <http://www.onestopenglish.com/Business/Bank/Marketing/branding.htm>

## Related websites

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

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

<http://en.wikipedia.org/wiki/Brands>

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