

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?
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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?
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