

A

Word combinations with 'product'

product	catalogue (BrE) catalog (AmE)	a list of a company's products (see Unit 18)
	mix portfolio	a company's products considered together and in relation to one another
	line range	a company's products of a particular type
	lifecycle	the stages in the life of a product and the number of people who buy it at each stage
	positioning	how a product is seen, or how a company would like it to be seen, in relation to its other products and/or to competing products
	placement	when a company pays for its products to be used or seen in films and TV programmes

B

Goods

Goods are the materials and components used to make products, or the products that are made. **Raw materials** are basic materials from which other things are made.

Finished goods are products ready to be sold.

Industrial goods are bought by other companies for use in their activities and products. **Consumer goods** are bought by individuals for their own use.

Consumer goods that last a long time, such as cars and washing machines, are **consumer durables**. Consumer goods such as food products that sell in large quantities are **fast-moving consumer goods (FMCG)**.



Raw materials



Finished goods

C

Brands and branding



A company gives a **brand** or **brand name** to its products so that they can be easily recognized. This may be the name of the company itself: in this case, you can talk about the **make** of the product, for example LG. For many products, you refer to the make and **model** – the Ford (make) Ka (model), the Sony Vaio or the Canon EOS.

Some brand names become names for the whole **product category** – for example Hoover for vacuum cleaners or Biro for pens.

Brand awareness or **brand recognition** is the degree to which people know a particular brand. All the ideas that people have about a particular brand are its **brand image**. A **brand manager** is in charge of the marketing of goods or services with a particular brand.

Branding is creating brands and keeping them in customers' minds through advertising, product and package design, and so on. A brand should have a clear **brand identity** so that people think of it in a particular, hopefully positive, way in relation to other brands.

Products that are not **branded** – those that do not have a manufacturer's **brand name** – are **generic products** or **generics**.

A product sold by a retailer with its own name rather than the name of its manufacturer is an **own-brand product** (BrE), or **own-label product** or **store brand** (AmE).

Exercises

22.1 Choose the correct expression from A opposite to complete each gap.

- 1 Unlike traditional product (line / mix / placement), under which companies provided goods at no cost in exchange for the exposure, TV advertisers will pay a lot of money for their products to get worked into the actual storyline.
- 2 At this food shop, the product (lifecycle / mix / positioning) includes local produce as well as nuts shipped from California, wine from France and olive oil from Italy.
- 3 The new product (lines / range / placement) are Mr Ballmer's answer to the most difficult questions about Microsoft's future: Where will it find new growth as the Windows and Office businesses continue to mature?
- 4 There needs to be a tough cost-control policy throughout the different stages of the product (catalogue / lifecycle / mix) in order to keep costs down.
- 5 The firm must define its markets, position ranges of brands and identify gaps which offer opportunities for expansion or new product (line / mix / positioning).
- 6 Ford's CEO Mark Fields wants to streamline the company's product (lifecycle / portfolio / positioning) so more cars and trucks are produced in fewer plants.

22.2 Which group or groups in B opposite does each of these products belong to?

1 microwave ovens 2 cotton 3 cars 4 hamburgers 5 soap powder

22.3 Match the sentence beginnings (1–8) with the correct endings. The sentences all contain expressions from C opposite.

- | | | |
|--|--------------------------|--|
| 1 A new breakfast food marketed under the brand | ☐ | a brand packaged food. |
| 2 The supermarket group says there is evidence of customers opting for cheaper store | ☐ | b identity in terms of green or non-green energy. |
| 3 It has been a leader in its product | ☐ | c name of Slub would stand little chance of success. |
| 4 The law sought to increase the availability of cheaper generic | ☐ | d manager, retail manager, and advertising planner. |
| 5 The commodity of energy is only beginning to form a brand | ☐ | e awareness, so as media habits change, advertising approaches need to evolve too. |
| 6 The range of careers within the fashion industry includes: buyer, brand | ☐ | f products are cheap for a reason. |
| 7 Ads are obviously used to increase brand | ☐ | g category for more than 30 years. |
| 8 Many shoppers have now realised budget own-label | ☐ | h products while providing incentives for drug companies to discover new products. |

Over to you

- What are typical product placements in a particular film or TV show that you know?
- What are the most famous brands of chocolate, soft drinks, breakfast cereal and fast food in your country?

A

Advertising

Each photo shows a different advertising **medium**.



Classified advertisements

Open-air hoardings (BrE) / Billboards (AmE)



Special displays



Neon signs



TV commercial

A series of advertisements for a particular company, product, etc. is an **advertising campaign**.
A television advertisement is also called a **commercial**.

A person or business that **advertises** is an **advertiser**. An organization that designs and manages advertising is an **advertising agency**.

Another form of advertising is **sponsorship**, where companies **sponsor** events like concerts and sports events, by paying some of their costs or paying for their products to be displayed.

Note

BrE: **ad, advert, advertisement**
AmE: **ad, advertisement**

B

The sales force

A company's **salespeople** – its **salesmen** and **saleswomen** – visit or phone customers and persuade them to buy its products. Each member of this **sales force** has his or her own **sales area** or **sales territory** – they may be responsible for a particular region. The head of the sales force is the **sales manager**.

C

Promotional activities

Promotion (uncountable) can refer to all the activities designed to support the sale of a product, including advertising. **A promotion** (countable) can describe:

- a **special offer** such as a **discount** or reduced price (see Unit 23)
- a **free sample** – a small amount of the product to try or taste
- a **free gift** given away with the product
- a **competition** with **prizes**

Supermarkets, chain stores and airlines also offer **loyalty cards** – the more you spend, the more points you get, and you can exchange these points for free goods or flights.

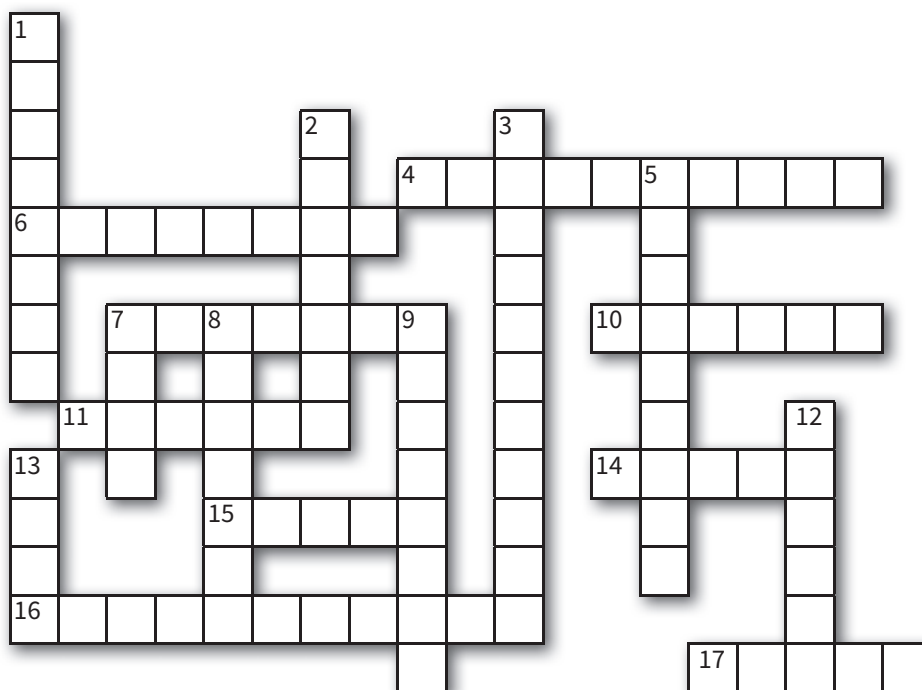
A **cross-promotion** is where you buy one product, and you are recommended to buy another product, for example a washing machine with a recommendation for a particular brand of washing powder.

Advertisements where famous people recommend the product are **product endorsements**.

Product placement is when a company pays for its products to be used or seen in films and TV programmes (see Unit 22).

Exercises

25.1 Complete the crossword with the correct form of words from A, B and C opposite.



Across

- 4 particular offers, competitions, etc. (10)
 6 You find these at exhibitions: special (8)
 7 They give you direct experience of a product. (7)
 10 You win these in competitions. (6)
 11 an organization that plans and designs campaigns: advertising (6)
 14 all the sales people: sales (5)
 15 given away with a product (5)
 16 organizations that advertise (11)
 17 The sales force is made up of salesmen and sales..... (5)

Down

- 1 BrE for 'billboard' (8)
 2 can encourage customers to revisit the same store: cards (7)
 3 TV advertisements (11)
 5 One salesperson takes care of this. (9)
 7 not necessarily neon (4)
 8 head of the sales force: sales (7)
 9 male salespeople (8)
 12 TV is an example of a (6)
 13 One salesperson takes care of this. (4)

25.2 Match the sentences (1–5) with the correct expressions (a–e) from C opposite.

a free gift b loyalty card c product placement d promotions e special offer

- 1 Many supermarkets run competitions and offers to encourage people to buy from them. ☐
 2 Yesterday, I bought two kilos of oranges for half the usual price. ☐
 3 I bought some coffee that came with a free mug. ☐
 4 Cars in Bond films have ranged from an Aston Martin to a BMW. ☐
 5 I sometimes forget to take it when I go shopping, but you can add the points later. ☐

Over to you

- Describe a sponsorship deal in sport that you know of.
- Which companies offer loyalty cards in your country?