

22 Products and brands

A Word combinations with 'product'

product	}	catalogue (BrE) catalog (AmE) mix portfolio	a company's products, as a group
		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 company would like a product to be seen in relation to its other products, or to competing products
		placement	when a company pays for its products to be seen in films and TV programmes

See Units 15 and 16 for verbs used to talk about products.

B Goods

Goods can refer to the materials and components used to make products, or the products that are made.

Here are some examples of these different types of goods:

Consumer goods that last a long time, such as cars and washing machines, are **consumer durables**. Consumer goods such as food products that sell quickly are **fast-moving consumer goods**, or **FMCG**.



Raw materials



Finished goods

C Brands and branding

A **brand** is a name a company gives to its products so they can be easily recognized. This may be the name of the company itself: the **make** of the product. For products like cars, you refer to the make and **model**, the particular type of car, for example, the Ford (make) Ka (model).

Brand awareness or **brand recognition** is how much people recognize a brand. The ideas people have about a brand is its **brand image**. Many companies have a **brand manager**.

Branding is creating brands and keeping them in customer's minds through advertising, packaging, etc. A brand should have a clear **brand identity** so that people think of it in a particular way in relation to other brands.

A product with the retailer's own name on it is an **own-brand product** (BrE) or **own-label product** (AmE).

Products that are not **branded**, those that do not have a **brand name**, are **generic products** or **generics**.

- 22.1** Match the sentence beginnings (1–7) with the correct endings (a–g). The sentences all contain expressions from A opposite.
- | | |
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| 1 Banks are adding new types of accounts | a product life cycles are so short that product launches are very frequent. |
| 2 Apple is going to simplify its product line | b its product positioning in relation to Psion's existing hardware products. |
| 3 Consumers have mixed feelings about supermarkets | c it changed its product range towards more expensive cars. |
| 4 When BMW bought Rover, | d of cigarettes in movies. |
| 5 The new law will ban product placement | e extending their product portfolio into financial services. |
| 6 Following the launch of the Series 5 laptop, consumers were slow to understand | f and deliver fewer but more competitive models. |
| 7 With this type of equipment in the US, | g to their product mix. |

- 22.2** Look at the words in B opposite. Which applies to each of these products?

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

- 22.3** Complete this marketer's description of his work using expressions from C opposite.

My name's Tomas. I'm Portuguese, and I've been (1) for Woof dog food for the whole of Portugal and Spain since I left business school last summer. The Woof (2) is owned by a big international group. The market for pet food in Portugal and Spain is growing very fast, as more and more people own dogs and cats, and we're trying to increase (3) of Woof through TV advertisements and hoardings in the street. Research shows that people have very positive ideas about it: it has a very positive (4) But the supermarkets have their (5) dog food, usually sold cheaper than our product, which is a problem. There are even (6) sold just under the name 'dog food'. We have to persuade people that it's worth paying a bit more for a (7) product like Woof, which is far better, of course.

Over to you

Have you seen any examples of product placement?

Do you know any products with strong brand images?

What are the advantages and disadvantages of brand name products, own brands and generics? Which do you prefer to buy?