

BRANDING & BRAND NAMES



PASSIVES


Tense		Subject	Verb	Object
Tense		Subject	Verb	Object
Simple Present	<i>Active:</i>	Rita	writes	a letter.
	<i>Passive:</i>	A letter	is written	by Rita.
Simple Past	<i>Active:</i>	Rita	wrote	a letter.
	<i>Passive:</i>	A letter	was written	by Rita.

VOCABULARY

- ▶ **made of | made out of** - These phrases are used when we can see the original materials used for making the object.
- ▶ **made from** - is used when we cannot see the original ingredients
- ▶ **made with** - is a phrase used to mention an important ingredient (but not usually the largest ingredient) in the product
- ▶ **made in** - is a phrase for describing the origin of the product.
- ▶ **made something for someone** - is a phrase for describing the sponsor or intended recipient of a product.
- ▶ **made something for a reason** - can also be used to describe the reason for making something.
- ▶ **made something into** - is frequently used for describing a process of transformation.



TASK 2 - DISCUSSION

1. WHY ARE BRAND NAMES IMPORTANT?
 2. NAME THREE DIFFERENT SOURCES OF BRAND NAMES.
 3. DO YOU THINK BRANDS ARE IMPORTANT? WHY?
 4. DO YOU HAVE A FAVOURITE BRAND? WHAT IS IT AND WHY DO YOU LIKE IT?
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CAN YOU GUESS WHERE THE FOLLOWING BRAND NAMES CAME FROM?

1. Toyota 2. Chanel no.5. 3. Rolls Royce 4. Reebok 5. Nike 6. Nivea

- a) From the Latin word meaning, 'snow-white'.
- b) This was the fifth perfume made by the same company.
- c) Named after the Greek goddess of victory.
- d) Originally a Japanese family name Toyoda. The inventors changed one letter to make it easier to pronounce overseas.
- e) Named after an African gazelle.
- f) The family names of two men, one a motor enthusiast and the other an engineering genius.

Invent a new product and give it a name. Think about the following points:

What is special or unusual about your product?

Why would people want to use or buy it?

How does the name relate to the product?

Once you have chosen the name for your product prepare a short oral presentation to give to the rest of the class. In your presentation you should describe your product and explain how and why you chose its name. Both of you should speak in the presentation.

Useful phrases that may help you with your presentation:

We would like to introduce our new product...

We chose the name... because...

You can use it to...

LOGO QUIZ

1. Think Different
2. Melts in your mouth, not in your hands.
3. I'm loving it!
4. Once You Pop, You Can't Stop.
- 5. Just Do It**
- 6. Because You're Worth It**
- 7. There are some things money can't buy. For everything else, there's MasterCard.**
8. The ultimate driving machine.

1. Apple 2. M&Ms 3. McDonalds 4. Pringles 5. Nike 6. L'Oreal 7. Mastercard 8. BMW