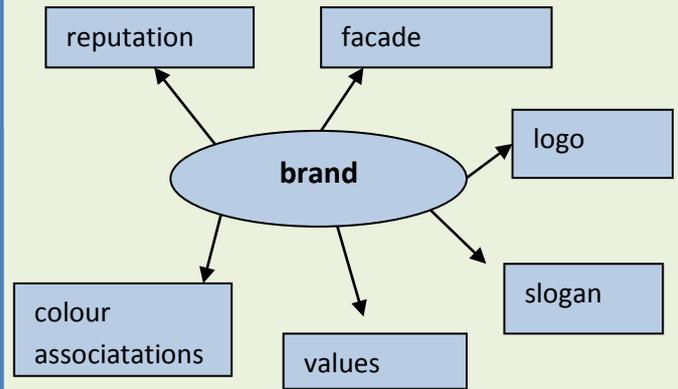




Marketing terms associated with 'product'

- 1) **Product placement:** Displaying a product in a film, music video, etc.
- 2) **Product portfolio/range:** The number of different products within a different brand or sub brand.
- 3) **Product feature(s):** The particular characteristic(s) of that product that make it distinctive.
- 4) **Product launch:** The introduction of a new product into the market.
- 5) **Product lifecycle:** The period of time from launch until the product goes out of fashion or is considered 'obsolete'.
- 6) **Product endorsement:** When a celebrity gives their name to a particular brand.

What constitutes a brand?



Quote of the month

'The aim of marketing is to know and understand the customer so well the product or service fits (them) and sells itself.'

Peter Drucker

The Starbucks Brand

What does the Starbucks brand mean to me? From the perspective of a fan!



- A very familiar green logo on a white coffee mug.
- Excellent, friendly customer service.
- A warm, clean café, with comfortable chairs where you can work on your laptop or talk to friends.
- Big cups of coffee – ideal to warm you on the way to work. Particularly needed in winter.
- A wide range of coffees with lots of fancy names.
- An ethical, liberal company that cares about fair trade.
- International, professional, young and dynamic.
- You always know what to expect whichever city you are in.
- The coffee can be too milky.

What is the difference between?

Q: A logo and a slogan?

A: A logo is an image and a slogan is a short written phrase.

Q: Market research and a pilot?

A: The market research is conducted to find out what the market wants and is done before developing and launching a product. The pilot is a limited release of a new product to test the market reaction.

Q: Profit and turnover?

A: Turnover is the total value of your sales, and profit is the difference between your turnover and costs.

Q: Niche and market?

A: A niche is a small part of the total market. The word 'niche' can have connotations with a product that is exclusive and expensive and/or designed for a very particular audience.

Some business jargon

- 1) **Can we 'touch base' tomorrow?** This is another way of saying 'let's get in contact tomorrow'.
- 2) **We need to 'brainstorm' this.** This means to 'think creatively about a situation or problem'.
- 3) **It is a 'game changer'.** This refers to a decision or initiative that will make a fundamental difference.

So

The word 'so' is used to make an adjective or adverb stronger.

Example: 'The lesson was so boring.'

Example: 'He talks so loudly.'

The word 'so' is also used to mean 'like this.'

Example: 'I am surprised it is so cool; I thought the weather would be hotter in June.'