

Branding and brand names

Topic: Advertising

Aims:

- Expressing Opinions, Likes and Dislikes
- Developing vocabulary through brainstorming and dictionary work
- Developing speaking skills through making a short oral presentation

Level: Intermediate and above

Introduction

During this lesson students will rank their favorite brand names and discuss what they like/dislike about them. They will read and discuss the context of a text about brand naming and complete related vocabulary building exercises. Lastly students will create and brand their own imaginary product which they will present to the rest of the class.

Procedure

- Write '**Brand Names**' on the board and ask students to give you some examples of brand names.

<p>Tip: Be sure that students understand that brands are not just expensive names like Gucci, Ray Ban but also include products like Nike, Nescafe, Cadburys, Cornflakes, Coca Cola etc.</p>

- Get the students skim read the short text on brand naming **Worksheet 1** and underline any new vocabulary. Students should ask their friends or look up the meaning of any new words in their dictionaries.
- Students then complete the comprehension questions on **Worksheet 2** individually or in pairs. Teachers should check for comprehension.
- Students then complete the matching exercise **Worksheet 3** individually or in pairs.

Worksheet 3 Answers

- From the Latin word meaning, 'snow-white'. **Nivea**
 - This was the fifth perfume made by the same company. **Chanel No. 5**
 - Named after the Greek Goddess of Victory. **Nike**
 - Originally a Japanese family name Toyoda. The inventors changed one letter to make it easier to pronounce overseas. **Toyota**
 - Named after an African Gazelle. **Rebok**
 - The family names of two men, one a motor enthusiast and the other an engineering genius. Stuart **Rolls** and Henry **Royce**
- In small groups get the students to brainstorm and write down as many brand names as they can in 3 minutes. At the end of three minutes shout out, '**stop**' and see which group has the brainstormed the most brand names.

- In the same groups get students to choose their favorite top ten brands out of all the brand names they brainstormed and get them to rank them from 1-10. (1 should be their favorite brand, 10 the one they like least). Students can do this on **Worksheet 4** or on a blank piece of paper.
- Get students to write a sentence or two or discuss what they know or like each brand.

Tip: Circulate as students are writing / talking and give help and advice. Supply any vocabulary and correcting as necessary.

- Hand out poster paper and pens and get students to make a poster titled “**Our top ten brands,**” for display on the wall in the classroom. Make it clear that the posters must include the sentences they wrote about each brand.
- Once students have completed their posters they can circulate and read each other’s posters and vote on the best poster.

TASK

- Students work in pairs. Give each pair a copy of task **Worksheet 5**.

In pairs 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.

- The task sheet also has a list of useful phrases that may help students with their presentations. Teachers should also teach any other phrases/language that they think may be helpful. The task sheet also has a list of ideas in case student can’t think of their own inventions. Depending on the student and/or cultural context, teachers may want to assess the oral presentations to increase student motivation, as children and teens in some cultures will make more effort if they know they are going to be assessed.

Optional follow up

- For homework writing activity: Student choose one of their favorite brands, research its history and then write a short (70-100) word history of the brand.