



Describing Products

Warm-up Questions:

What product or service can't you live without?

Is your favorite company planning to launch a new product?

Is brand name important to you? Why or why not?

How does your company differentiate itself from its competitors?

Describing a product:

It is...

It has...

It can...

It comes in...

It is made of...

You can...

It can be used to...

It is available in...

It is the newest product in the market.

It has several special features.

It can save you money and time.

It comes in three different colors.

It is made of plastic.

You can take it with you anywhere.

It can be used to organize your desk.

It is available in 3 models.

Practice:

Describe a product you have with you now.

Describe a service that you use frequently.

Describe a product you want to purchase.

Branding/Slogan: What famous companies do these slogans belong to?

Just do it.

Impossible is nothing.

Obey your thirst.

Have it your way.

Think different.

Open happiness.

Melts in your mouth, not in your hands.

The happiest place on earth.

I'm loving it.

Finger lickin' good.

The ultimate driving machine.

New thinking, new possibilities.