



## Brands and Shopping!

### Warm-up Questions:

- Do you think branding is important?
- What are some of your favorite brands?
- What does it take to make a brand famous?
- Do brands die? How can a brand be damaged?

### Vocabulary(describing product/brands):

|                  |               |            |
|------------------|---------------|------------|
| Value for money  | Timeless      | Stylish    |
| Durable          | Cool          | Trendy     |
| Fashionable      | Well-made     | Expensive  |
| High/Low quality | Classic       | Cheap      |
| Top of the line  | Reliable      | Affordable |
| One of a kind    | Sophisticated | Versatile  |
| Status symbol    | Luxurious     |            |

**Describe the following brands and their products using the vocabulary from the above.**

|           |               |         |
|-----------|---------------|---------|
| Coca-cola | Mercedez-Benz | Tesla   |
| IKEA      | McDonald's    | 3M      |
| Microsoft | Apple         | Hyundai |
| Chanel    | Google        | Other:  |
| Samsung   | Disney        |         |

### Discussion Questions (Shopping):

- When was the last time you went shopping?
- What do you plan to or want to buy in the near future?
- Have you ever wanted to buy something after seeing a commercial or an advertisement?
- Do you prefer shopping alone or with someone?
- What is the worst thing you bought or some regret purchases?
- How has social media changed marketing?
- What brands are you loyal to? Why?