

Brand Awareness

A brand is the meaning behind your company's name, logo, symbols and slogans. Having a unique and memorable brand helps you build brand awareness and create a long-term position in the marketplace. Brand awareness is a measure of how well your brand is known within its target markets.

First Step

Creating brand awareness is usually the first step in building advertising objectives. Before you can create a favourable impression or motivate customers to buy, they have to become aware of your brand and its meaning. Marketing messages delivered through various media are often used to communicate the brand name and important messages tied to its products. Making people aware that you exist helps drive traffic to your business and create a buzz in the market.

Top of Mind

Irrespective of the industry, the highest level of brand awareness is top of mind awareness. This is when customers think of you first when they need to make a purchase within your product category. It may incorporate elements of latency, i.e. when you most remember what you've learnt last. You can build top of mind awareness through repeated exposure and consistent delivery of a good product or service over time. This is a huge competitive advantage in the market when customers enter a buying situation and your brand immediately comes to mind first.

Build Equity

Equity is the value of your brand beyond your physical assets like buildings and equipment. It is sometimes believed to be the experience you are offering, rather than the product that is purchased. To develop a strong brand equity you have to develop a high level of brand awareness. The more people are aware of you and the stronger your reputation, the greater your profit potential and overall brand value. Whisper marketing in the market plays a strong role in helping your brand grow its customer base and develop loyal relationships with top customers. If there isn't enough buzz in the market, businesses tend to have positive opinions published on blogs and other media.

Digital Impact

The importance of brand awareness has become increasingly significant with the evolution of the Internet and digital technology. The public is more equipped with mobile and social media tools to communicate quickly about your brand - good or bad. This means that establishing a strong reputation for good products or services, integrity in your business practices and community involvement are even more critical to long-term success.

Adapted from The Houston Chronicle's smallbusiness.chron.com

Ex. 1 Find the words or expressions in the text which mean the following:

- 1) a way of checking the size or extent of something: _____
- 2) the client's contact with your product: _____
- 3) the value of something, not necessarily material: _____
- 4) actual things a company owns: _____
- 5) more than: _____
- 6) one of a kind, unlikely to be seen elsewhere: _____
- 7) unlikely to be forgotten: _____
- 8) to adopt the elements of something: _____
- 9) easily brought back from memory: _____
- 10) to buy: _____
- 11) to set something up: _____
- 12) of greatest importance: _____
- 13) being better than business rivals: _____

Ex. 2 Match the expressions from the two columns into logical collocations:

- | | |
|-----------------|-----------------------------|
| 1) advertising | brand value |
| 2) a favourable | position in the marketplace |
| 3) a long-term | a buzz |
| 4) target | category |
| 5) to drive | impression |
| 6) to create | traffic to a business |
| 7) a product | practices |
| 8) consistent | delivery of ... |
| 9) overall | markets |
| 10) business | objectives |

Ex. 3 Provide English equivalents of these expressions:

1) wyznacznik	7) pozytywne wrażenie
2) przewaga nad konkurencją	8) klientela
3) ogólna wartość marki	9) praktyki biznesowe
4) zakup	10) ugruntowana pozycja na rynku
5) kapitał (niekoniecznie pieniądze)	11) branża, sektor
6) docelowe rynki zbytu	12) zawierać (również: założyć spółkę)

Grammar corner...

If there isn't enough buzz in the market, businesses tend to have positive opinions published on blogs and other media - how do you think they do it? Can you figure it out from the sentence? What the author has in mind is that businesses **pay someone to write positive opinions about them**. The structure HAVE SOMETHING DONE, one of the passive structures, is used to express precisely that. The only part of the phrase that changes is the verb „to have”. The other verbs, or the main verb, is ALWAYS in the third form. For instance: The mechanic will be repairing my car tomorrow => I will be having my car repaired tomorrow. So, as you can see, the verb „to have” will depend on what grammatical tense you want to use, in other words, whether you will be talking about the past, the present, or the future, simple, continuous, or perfect.

Ex. 4 Transform the sentences:

- 1) We outsourced a market research. => _____
- 2) I will ask the legal department to check if it doesn't violate any laws. => _____
- 3) Why should we hire accountants if we can pay a third party to do our accounting for us? => _____
- 4) Taking on more staff will mean extending the premises. => _____
- 5) A construction crew is refurbishing our office as we speak. => _____
- 6) You've ruined my suit! I've just picked it up from the dry cleaner's => _____
- 7) If it was his fault, I will ask HR to fire him right away. => _____
- 8) Why can't you order someone else to do it? => _____
- 9) With staff cuts, people have taken on new responsibilities that the company had previously paid external suppliers to do. => _____
- 10) After work, to blow off some steam, I'm going to the hairdresser's. => _____

GLOSSARY	
a measure	wyznacznik
exposure	styczność klienta z marką, produktem
to incorporate	zawierać (również: założyć spółkę)
a purchase	zakup
to establish	założyć (np. firmę), nawiązać (np. stosunki)
critical	istotny
competitive advantage	przewaga nad konkurencją
advertising objectives	cele marketingowe
a favourable impression	pozytywne wrażenie
a long-term position in the market	ugruntowana pozycja na rynku
target markets	docelowe rynki zbytu
consistent delivery	nieprzerwane pasmo sukcesów w branży
overall brand value	ogólna wartość marki na rynku
(best) business practices	najlepsze praktyki rynkowe
to outsource	korzystać z usług zewnętrznych dostawców
to violate laws	łamać / naruszać prawa
a third party	podmiot zewnętrzny
premises	siedziba, budynek firmy
to refurbish	odnowić
as we speak	w tej chwili
to drive traffic to sth	kierować uwagę na coś
equity	kapitał
unique	jedyny w swoim rodzaju
memorable	pamiętny
a buzz	szum, zameszanie wokół produktu
staff cuts	redukcja zatrudnienia
to blow off steam	rozładować napięcie
client base	klientela

ANSWER KEY:

Ex. 1

- 1) a measure
- 2) exposure
- 3) equity
- 4) physical assets
- 5) beyond
- 6) unique
- 7) memorable
- 8) to incorporate
- 9) top-of-mind
- 10) purchase
- 11) to establish
- 12) critical
- 13) a competitive advantage

Ex. 2

- 1) advertising objectives
- 2) a favourable impression
- 3) a long-term position in the marketplace
- 4) target markets
- 5) to drive traffic to a business
- 6) to create a buzz
- 7) a product category
- 8) consistent delivery
- 9) overall brand value
- 10) business practices

Ex. 3

- 1) a measure
- 2) competitive advantage
- 3) overall market value
- 4) a purchase
- 5) equity
- 6) target markets
- 7) a favourable impression
- 8) client base
- 9) business practices
- 10) long-term position in the marketplace
- 11) an industry
- 12) to incorporate

Ex. 4

- 1) We had the market researched.
- 2) We will have it checked by the legal department, whether it doesn't violate any laws.
- 3) Why should we hire accountants, if we can have accounting done by a third party?
- 4) Taking on more staff will mean having the premises extended.
- 5) We are having our office refurbished as we speak.
- 6) You've ruined my suit! I've just had it dry-cleaned!
- 7) If it is his fault, I'll have him fired right away.
- 8) Why can't you have it done (by someone else)?
- 9) With staff cuts, people have taken on new responsibilities that the company had had done (by external suppliers).
- 10) After work, to blow off some steam, I'm my hair cut.