**ENGLISH: COMMUNICATIONS ESSENTIALS**

**Making brands work around the world Matching**

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| **Brand** | Product or group of products that has its own name and is made by a particular company |
| **Global brand** | A brand which is sold or recognized everywhere |
| **House brand (own brand)** | A brand for goods sold with the name of a shop, rather than the producer of the goods |
| **Consumer brand** | A brand for goods bought by the public rather than by businesses |
| **Brand name** | The name given to a product by a company so that it can easily be recognized by its name or design |
| **Brand leader** | The brand with the most sales in a particular market |
| **Brand stretching** | When a company starts to use an existing brand name on another different type of product, hoping that people will buy it because they recognize the name |
| **Brand extension** | Adding a new product to an existing branded group of products |
| **Brand essence** | The most influential aspect of a brand |
| **Brand image** | How a brand is perceived in the minds of customers and what they associate with it. |
| **Brand positioning** | How a brand is presented to differentiate it from a competing brand |
| **Brand loyalty** | The degree to which people regularly buy a particular brand of a product and refuse to change to other brands |
| **Brand awareness** | The degree to which people know about a particular brand |

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| **research** | To get background information on your market and its potential customers |
| **Strategize** | To make both short and long-term marketing plans |
| **Launch** | Or enter your product or service into the market |
| **Position** | Your product or services where you will reach the appropiate customers |
| **Follow up** | To check on customer satisfaction with the product or service |
| **Evaluate** | Or assess if your strategy is effective or not |
| **Reposition** | Your product or service if you are not getting a successful customer respons |
| **Monitor** | Constantly where you keep a close watch on customers andcompetitors |
| **To contest** | Aanvechten |
| **Amortisation** | Paying back |
| **Nutritious** | Voedzaam |
| **To imply** | Inhouden |
| **To denote** | Aanduiden, aanwijzen |
| **Significantly affected** | Influenced to a high degree |
| **To cut out** | To eliminate |
| **Tinted with** | Slightly coloured with |
| **A glimpse** | A brief experience, view |
| **Confines** | Limitations |

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| **Amortisation of rising R&D costs** | Spreading the cost of research and development over a higher level of sales |
| **Economies of scale** | The idea that the larger the amount you produce, the lower the cost of each unit |
| **Competitive advantage in local markets** | Being able to successfully compete in a particular place |
| **Maximisation of sales** | Selling as much as possible |
| **Increased profitability** | Making more profit |

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| **Maximise** | Sales |
| **Increase** | Profitability |
| **Bring out** | Advertising |
| **Produce** | Films |
| **Drink** | The American myth |
| **Duplicate** | Tasks |

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| **Particular target** | A special market that should be approached in a special way |
| **To stand out** | To be different from |
| **Cultural models** | People and ideas they see in films and on TV |
| **Eldorado** | North america as a perfect place |
| **To surpass** | To do better than you thought you were able of |
| **To transcend the confines** | To go beyond what is expected of people from their race and culture |

**The bad news as well as the good**

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| **To evaluate** | To assess |
| **Policies** | Attitudes |
| **To execute** | To carry out |
| **Acceptance** | Approval |
| **To establish** | To create |
| **The media** | Newspapers & tv |
| **At large** | In general |
| **Bodies** | Organisations |
| **To employ** | To use |
| **To disseminate** | To spread |
| **Tools** | Instruments |
| **Announcements** | Statements |
| **Annual** | Yearly |
| **Brochures** | Pamphlets |
| **Event** | Happening |
| **Charity** | Relief |
| **Sector** | Area |
| **Diplomatic** | Tactful |
| **Ethical** | Moral |
| **Entirely** | Completely |
| **Accreditation** | Certification |
| **Codes of practice** | Principles |
| **Profession** | Occupation |

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| **PR** | Public relations (PR) is the practice of managing the flow of [information](http://en.wikipedia.org/wiki/Information) between an [organization](http://en.wikipedia.org/wiki/Organization) and its [publics](http://en.wikipedia.org/wiki/Public).[[1]](http://en.wikipedia.org/wiki/Public_relations#cite_note-0) |
| **In what different forms can information be dessiminated?** | Internet, newspapers, tv, press releases, backgrounders, press kits, editorials, flyers, |

**What different sorts of PR are there and what do they deal with?**

* **investor relations:** deal with shareholders
* **media relations:** deal with press & media in general
* **internal communications:** for their own people (within a company)
* **event mangement:** organise events
* **public service PR:** for governments and public service sectors (hospitals,…)
* **international PR:** across borders
* **crisis management:** working crises
* **working/marketing communication:** increase sales of a product

**explain:**

* **communications manager:** deals with all kinds of channels of communication within the company.
* **Publicist:** attract attention (= publiciteitsagent)
* **Publisher:** uitgever. Someone who publishes magazines
* **Marketer (marketeer):** marketingdeskundige. Creats interest in goods of customers/ consumers
* **Spin doctor:** mannetje maken.   
  🡪 used in politics: persuade the public opinion to vote for a specific person/part   
  🡪 want to put a specific spin on the politician

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| **Charity work** | work done by volunteers with a social purpose |
| **Minor royals** | Under-aged members of the royal family |
| **Fading celebrities** | People who used to be famous but are now less famous |
| **Palatial homes** | Very expensive houses |
| **Positive spin** | The way the story is told so that it will have the best effect |
| **Corporate trash** | Worthless stuff published by companies |
| **Mainstream multinational** | A typical, conventional big company |
| **Spin** | The way facts are rearranged |