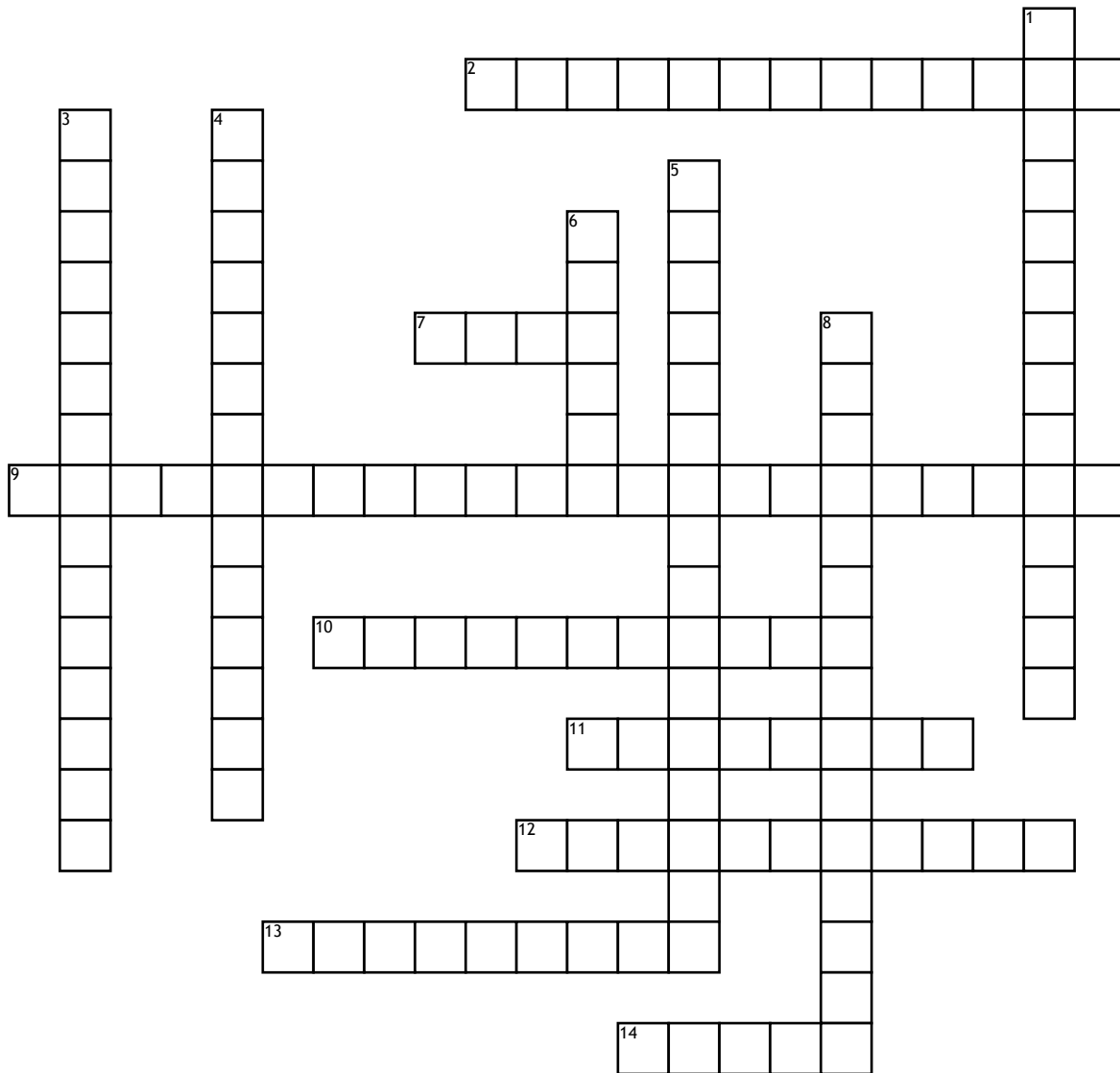


Name: _____

Branding and Differentiation



Across

2. Advantage of branding (2 words, 7/6 letters)

7. A symbol or picture that represents a business (1 word, 4 letters)

9. Making one product different from another in some way, for instance through the quality of a product, its design, packaging or advertising (2 words, 7/15 letters)

10. A product that is sold in many countries (2 words, 6/5 letters)

11. A product which is sold under the brand name of a supermarket chain or other retailer rather than under the name of the business which manufactures the products (2 words, 3/5 letters)

12. What type of branding is it when a business is marketing several different products under the same brand name? (2 words, 6/5 letters)

13. What is a key feature that helps customers to identify a brand? (1 word, 9)

14. A named product which consumers see as being different from other products and which they can associate and identify with (1 word, 5 letters)

Down

1. What is it called when a product is made by a number of different businesses, and there is no difference from other business? (2 words, 7/7 letters)

3. Give an advantage of a strong brand (2 words, 8/7 letters)

4. Customers tend to make when a business has a strong brand (2 words, 6/8 letters)

5. Tesco's "Finest" is an example of: (3 words, 3/5/8)

6. An example of a global brand? The word begins with a G (1 word, 6 letters)

8. What type of branding is it when a business uses a different brand name for different products? (2 words, 10/5 letters)