UNIT 1 BRANDS

Text 1
Branding in a new age

Lesson 3 / 4

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课程资料：https://chezvivian.github.io/class/posts/2026-9-8-BusinessEnglish-2026/



Roadmap



01

Text 2 Brand image



品牌形象与品牌识别

Brand Image & Brand Identity

掌握核心概念 | Master Core Concepts

理解两者区别 | Understand Differences

学习管理策略 | Learn Management Strategies

3. Why is brand image so important?

Brand equity
品牌资产

Investopedia Says:

The term's meaning depends very much on the context. In general, you can think of equity as ownership in any asset after all debts associated with that asset are paid off. For example, a car or house with no outstanding debt is considered the owner's equity because he or she can readily sell the item for cash. Stocks are equity because they represent ownership in a company.

asset

value

Brand extension
品牌延伸

dyson





Brand equity 品牌价值

- **品牌资产/品牌价值**：消费者心中品牌值多少“加分”（认知、忠诚、溢价能力等）
  - home equity 房屋净值（房价-房贷）
  - private equity 私募股权
  - equity financing 股权融资（卖股份筹资）
  - on an equal footing / treat with equity 公平对待（较书面）

Market share 市场份额

市场份额：某品牌销售额（或销量）占整个市场的比例。

- **gain / win / capture / increase** market share 抢占/提高份额
- **lose / give up** market share 丢掉份额
- **a larger / dominant / majority** market share
- market-share **growth**（作定语时常加连字符）

本段：Strong brand image → higher brand equity → can capture a larger **market share**.

Charge premium prices 收取溢价/定高价

- **charge + price / fee** 收取……费用
- **premium** 这里作形容词＝“高档的、加价的”
  （premium brand / premium quality）
- **be willing to pay a premium (for …)** 愿意为……多付钱
- 近义说法：command premium prices；price at a premium；sell at a premium

4. How to build brand image?

Customer-centric
以客户为中心

Excellent customer service (p.5)

Creative advertising (p.6)

High-quality products (p.7)

1 Read the text and answer the following questions.

1 Why can people who do not need or use a particular product form the associations and create an image of the product?

Kevin Keller believes that **associations are built up as consumers indirectly make inferences based on our pre-existing brand knowledge, for example, country of origin**. (para.1)

1 Read the text and answer the following questions.

2 What are the key points of building a good brand image?

A company can manage its brand identity.

- It should understand what it want its brand to stand for.
- A company can make sure its employees well trained and enthusiastic and ensures that the store is clean and easy to navigate.
- It can also communicate its promises, value and attributes through creatively advertising and high-quality products to influence its brand image.

02

Text 1 Branding in a New Age



Are you familiar with the concepts?

Mass media 大众传媒

- Television commercials
- Radio ads
- Newspapers
- Magazines
- Billboards

1039 北京交通广播

CCTV



Social media 社交媒体

- Facebook
- Instagram
- TikTok
- Wechat moments
- Bilibili
- Youtube

facebook

抖音

The revolution of media
媒体的演变

1950s-1990s



Mass media
时代

电视和广播主导着单向传播

1990s-2010s



Digital Media
出现

网站和电子邮件营销引入互动

2004-2020



Social Media
兴起

Facebook、微博和微信开启对话

2016-present



Algorithm Media
主导

TikTok、抖音和小红书利用AI推荐

2020-future



多元融合

元宇宙、AI对话和创作者经济塑造未来

The Broken Promise

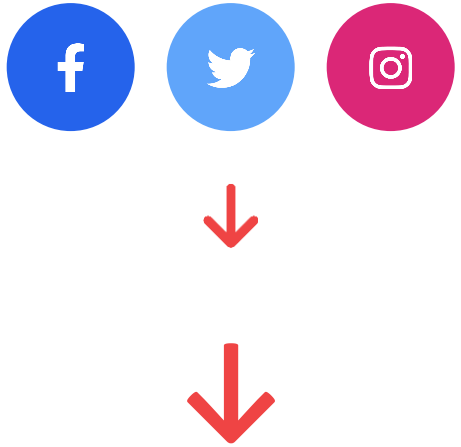
破碎的承诺

*"**Social media** was supposed to usher in a golden age of branding. But things didn't work out that way."*

社交媒体本应开启品牌建设的黄金时代，但事与愿违。

Key Insights:

- 社交媒体营销的理想与现实差距
- 品牌内容面临的关注度挑战
- 传统营销策略的失效



Failed Expectations

失败的期望

Para. 1 The problem

What did companies invest billions in as part of their digital strategy?

- “As a central feature of their digital strategy, companies made huge bets on what is often called **branded content**.” (第4句)

What was the result of companies' huge investments in social media branding?

- “But despite all the hoopla, such efforts have had **very little payoff**.” （第3句 ）
- “Yet **few brands have generated meaningful consumer interest online**.”(最后一句)

Para.1 Words & phrases

Hoopla /ˈhuːplɑː/ 大肆宣传；炒作（带贬义）

- all the hoopla 所有这些炒作
  - media hoopla 媒体炒作
  - Despite the hoopla, … 尽管大肆宣传，…

Payoff /ˈpeɪɔːf/ 回报；收益；成果

- big/huge payoff 巨大回报
- see the payoff 看到成果
- The investment paid off. 投资获得了回报。

Make huge bets on
在…上下大赌注；大举投资

- make a bet on 小规模尝试 ⭐⭐
- make big bets on 大量投资 ⭐⭐⭐⭐
- make huge bets on 巨额押注 ⭐⭐⭐⭐⭐

单词学习小工具： Skell 语料库



https://skell.sketchengine.eu/

hoopla English

Examples | Word sketch | Similar words

hoopla 后跟的动词

hoopla noun Show context

hoopla 前的动词

hoopla前面的词

verbs with "hoopla" as subject		verbs with hoopla as object	adjective predicates of "hoopla"	modifiers of "hoopla"
1. baffle		1. well-publicize	1. noteworthy	1. self-congratulatory
2. embarrass		2. depend	2. enough	2. kabog
3. surround	the hoopla surrounding	3. overshadow		3. budbud
4. evidence		4. peak		4. boyband
5. overwhelm		5. equate		5. public-relations
6. stem		6. orchestrate		6. pajama
7. inspire		7. flip		7. AGW
		8. dislike		8. Zeppelin
		9. strip		9. pregame
		10. advertise		10. offseason
		11. exploit		11. princess
		12. witness		12. instantaneous
		13. blame		13. derogatory
		14. remember		14. detrimental
		15. feed		15. Scientology

修饰hoopla的形容词

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https://skell.sketchengine.eu/

flourishing

English

Examples | Word sketch | Similar words

近义词

flourishing adjective

thriving prosperous booming nascent mercantile vibrant cosmopolitan fledgling fast-growing populous developed diversified

well-established industrialized agrarian growing affluent populated established capitalist sustainable entrepreneurial sprawling neighboring

agricultural lucrative maritime self-sufficient profitable outlying



Para.1 Text

In the era of Facebook and YouTube, brand building has become a challenge. A decade ago, most companies were heralding the arrival of a new golden age of branding. They hired creative agencies and technologists to put brands throughout the digital universe. But despite all the hoopla, such efforts have had very little payoff. As a central feature of their digital strategy, companies made huge bets on what is often called branded content. The thinking went like this: Social media would allow your company to leapfrog traditional media and build relationships directly with customers. If you told them great stories and connected with them in real time, your brand would become a hub for a community of consumers. Businesses have invested billions following this vision. Yet few brands have generated meaningful consumer interest online. What has gone wrong?

Yet, few 表转折，引出关键句

Para 2. Historical Context

Why did branded content work well in the early mass media age?

- “This early form of branded content worked well because **the entertainment media were oligopolies, so cultural competition was limited**.” (Para 2, 第2句)

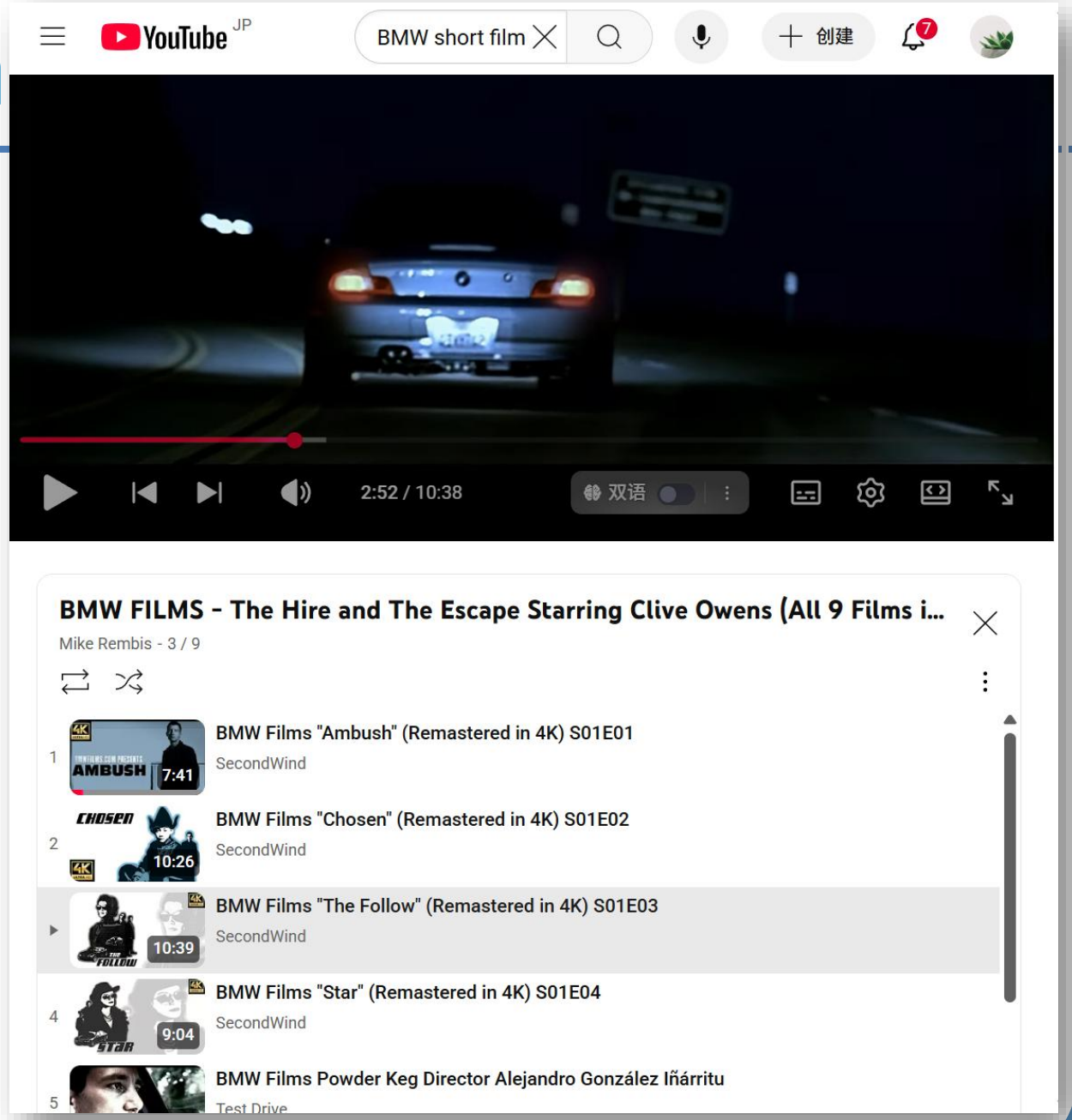
Para 2. Text

In the early days of the mass media age, companies borrowed approaches from popular entertainment to make their brands famous, using short-form storytelling, songs, and touching characters to win over audiences. This early form of branded content worked well because the entertainment media were oligopolies, so cultural competition was limited. Consumer marketing companies could buy their way to fame by paying to place their brands in this cultural arena. The rise of new technologies allowed audiences to opt out of ads — from cable networks to DVRs and then the Internet. Then companies learned to compete directly with real entertainment. BMW pioneered the practice of creating short films for the Internet. Soon corporations were hiring top film directors and pushing for ever-more-amazing special effects. These pre-social-media digital efforts led companies to believe that if they delivered Hollywood-level creative at Internet speed, they could gather huge audiences around their brands.

解释在大众传媒时代，品牌化内容取得成功（竞争压力小）的原因

BMW’s short film

The BMW film series, "The Hire" was a series of eight short films (each about eight minutes long, on average) produced for the Internet in 2001 and 2002. A form of ***branded content***, all eight films featured popular directors from across the globe, starred Clive Owen as the "Driver", and highlighted the performance aspects of various BMW automobiles.



Para. 2 Words & phrases

Entertainment /ˌentərˈteɪnmənt/

- popular entertainment 大众娱乐
- entertainment industry 娱乐产业

Win over 赢得；说服

- win over audiences/customers 赢得观众/客户
- win sb over with… 用…赢得某人

Oligopoly (n.) 寡头垄断

- monopoly 垄断（一家）/ oligopoly 寡头（少数几家）
- e.g. The smartphone market is an oligopoly dominated by Apple and Samsung.

Opt out of 选择退出；选择不参与

- **反义**: opt in 选择加入
- opt out of ads 跳过广告
- opt out of emails 退订邮件

Para. 2 Words & phrases

Pioneer /ˌpaɪəˈnɪr/ (v.) 开创；率先实践

- pioneer the practice of... 开创...的做法
- pioneer a new approach 率先采用新方法
- be pioneered by... 由...首创
- pioneer 也可做名词，表示"先驱者"

Creative (n.) 创意作品；创意内容（可数名词）

- the creative (= creative work) 创意作品
- E.g. The agency produced award-winning creatives for the campaign. 该广告公司为活动制作了获奖创意作品。
- **同类用法**: visuals (视觉作品), copy (文案)

Para 3. Social media

Crowdculture

- Authentic content
- Created by people

Corporate branding

- Mediocrity: opposite of art worlds
- Created by staff

Para. 3

Text

But social media has changed everything. Social media binds together communities that once were geographically separate, increasing the pace and intensity of collaboration. Today you will find a flourishing crowdculture—authentic content created by everyday people rather than by brands—around almost any topic: espresso, Victorian novels, libertarianism, new urbanism, homeschooling. With a few clicks, you can jump into the center of any these subcultures, and participants' interactions move seamlessly among the web, physical spaces, and traditional media. In YouTube rankings of channels by number of subscribers, corporate brands barely appear. The problem that companies face is structural, not creative. Big companies organize their branding efforts as the opposite of art worlds. They excel at coordinating and executing complex marketing programs around the world but it leads to mediocrity when it comes to cultural innovation.

- 转折句
- 核心观点词:
  crowdculture
  众创文化
- 对比企业品牌化管理

Para. 3 Words & phrases

Bind (v.) 联结、绑定、使团结

- 搭配: bind together, bind people/communities
- 近义词: unite, connect, tie together, link

Flourishing (adj.) 繁荣的、兴旺的

- -> 强调蓬勃发展、充满活力的状态
- 近义词: thriving, prospering, booming, growing

Authentic (adj.) 真实的、可信的

- 搭配: ~ experience, ~ brand, ~ voice
- 近义词: genuine, real, credible, trustworthy
- 反义词: fake, artificial, phony

Seamlessly (adj.) 无缝地、流畅地

- 搭配: seamlessly integrate, seamlessly connect
- 近义词: smoothly, fluidly, effortlessly, continuously

Para. 3 Words & phrases

Excel at (v.) 擅长于	• 搭配: excel at doing sth., excel in a field • 近义词: be good at, be skilled at, be proficient in, shine at
Coordinate (v.) 协调、配合	• 搭配: ~ efforts/actions/activities • 近义词: organize, arrange, synchronize, harmonize
Execute (v.) 执行、实施	• 搭配: ~ a plan/strategy/campaign相关词: executive行政的(adj.)管理者(n.)
Mediocrity (n.) 平庸、平凡	• -> 带贬义，指缺乏卓越品质 • 近义词: ordinariness, averageness, commonness • 反义词: excellence, superiority, distinction

Homework

- 预习 Unit 1 Text 1 Paragraphs 4 – 6. (段落含义、单词）
- 完成 Exploring the text 第1、2题 (Page 9).

END