UNIT 1 BRANDS

Text 2 Brand image

Lesson 2 / 4

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



Today’s roadmap



01

Warming up



2 Watch the first part of a video clip on brands and complete the following paragraph with the expressions you hear.



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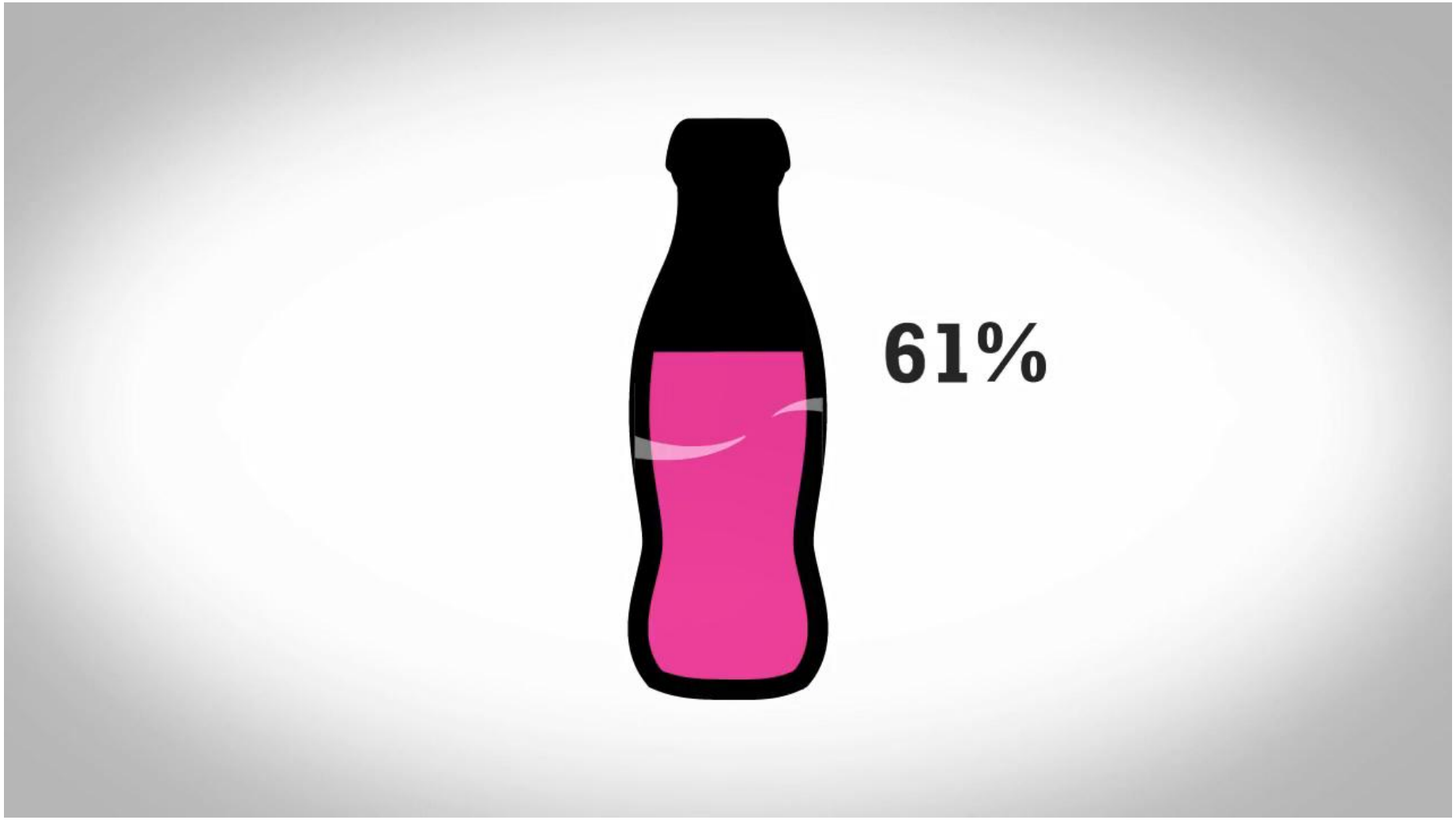
A brand is (1) ___what people feel___ about you, the service you provide, or (2) ___your organization___. It is (3) ___part rational___ but (4) ___mostly emotional___ . What is the secret of a strong brand? The answer is (5) ___surprisingly___ simple: (6) ___focus___. Great brands stand for something, not many things, one thing. Swedish carmaker Volvo (7) ___define their brand___ with a single word: safety. And it seems to work for them. Harley-Davison makes motorcycles. Guess what they stand for? (8) ___Freedom___ rather than a more powerful engine, a more reliable bike, or a smooth ride.



Listening tip 听力小技巧

- **辅音+元音连读：**
  - 前词以辅音收尾、后词以元音开头时，往往“粘”成一个音。
  - pair of → /ˈpeərəv/
  - stand for → /ˈstændfɔː/
  - for something、for them 里 for 常弱读成 /fə/

3 Watch the second part of the video clip and discuss the following questions.



3 Watch the second part of the video clip and discuss the following questions.

1. Why does the speaker say brands are experiential?

   The essence about providing products or service is about serving people.

2. What are the three things we can do to maintain and grow a brand?

   Be different. Make yours stand out. Be vigilant. Don't allow your brand to do things it shouldn't. Be relevant. The marketplace changes constantly. Make sure your brand keeps up.

3. According to the speaker, who owns the brand? Do you agree with that? Why or why not?

   Brands are owned by the people.

Language in use 语言知识点

be vigilant 保持警惕、警觉、谨慎

- - to be watchful and alert, especially for potential problems or dangers
- **近义词**
  - be **alert**
  - be **watchful**
  - be attentive
  - be **cautious**
  - stay on guard
  - keep one's eyes open
- 例句

  Companies must be vigilant about changes in consumer preferences.
  公司必须对消费者偏好的变化保持警觉。

be relevant 相关的、切题的、有意义的

- - closely connected or appropriate to what is being done or considered; having significance
- **近义词**
  - be pertinent
  - be applicable
  - be related
  - be connected
  - be significant
  - matter (动词形式)
- 例句

  To succeed, brands must remain relevant to their target audience.
  要想成功，品牌必须与目标受众保持相关性。

02

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

Read the 1st paragraph and answer the questions:

What is Kevin Keller's definition of brand image?



"*Perceptions about a brand reflected as associations in the minds of consumers.*"

perception /pəˈsepʃn/ 感知、看法

词形：

- **perceive** (v.) → perception (n.) → perceptive (adj. 有洞察力的) → perceptible (adj. 可察觉的)

常用搭配：

- brand / customer / consumer perception 品牌/顾客认知
- perception of ... 对……的看法
- change / shape / influence perception 改变/塑造/影响认知
- public perception 公众看法

association /əˌsəʊsiˈeɪʃn/ 联想、协会

词形：

- associate (v./n.) → association (n.) → associated (adj.) → associative (adj.)

常用搭配：

- brand associations 品牌联想
- association with / between 与……的联系
- form / build / create associations 形成/建立联想
- in association with 与……联合（机构用语）

1. Brand image 品牌形象

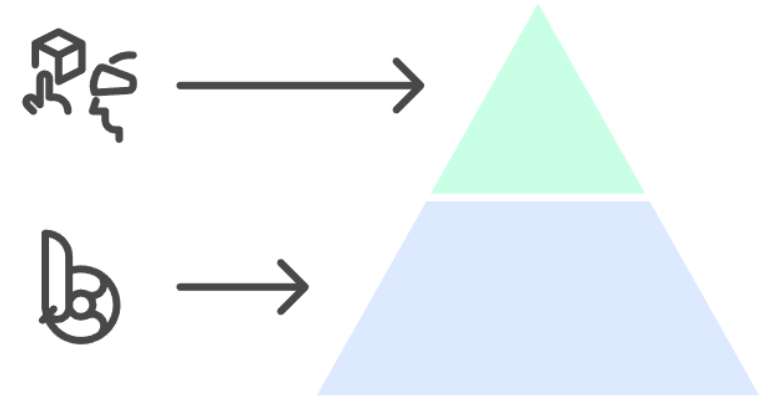
Consumer Brand Associations

Pre-existing Knowledge

Prior understanding of the brand

Brand Experiences

Direct interactions with the brand



Pre-existing brand knowledge

Open Question:

Which country do you think designs the most fashionable clothes?



Language in use

across the board 全面地、普遍地、一刀切地

- - applying to all categories, groups, or areas without exception
- **近义词**
  - universally
  - comprehensively
  - generally
  - in all areas
  - without exception
  - for everyone/everything
- 例句

  The company announced a 5% salary increase across the board.
  公司宣布全员加薪5%。

2. Brand image vs. Brand identity

"品牌形象陷阱"

Brand Image Trap

混淆这两个概念的危险：企业过于关注品牌形象而忽视品牌识别的战略建设

Danger: Companies focus too much on image while neglecting strategic identity building

品牌识别
Brand Identity

定义 Definition

公司试图传达的信息

Company's intended message

视角 Perspective

内部视角 (Internal)

来自企业战略

特点 Characteristics

战略制定、可主动管理

Strategic, manageable

品牌形象
Brand Image

定义 Definition

消费者实际持有的认知

Consumer's actual perception

视角 Perspective

外部视角 (External)

来自消费者心智

特点 Characteristics

动态变化、难以完全控制

Dynamic, hard to control

2. Brand image vs. Brand identity



填空题 Fill in the Blanks

品牌形象反映了消费者心智中的品牌__联想__。

Brand image reflects brand __associations__ in the consumer's mind.

品牌识别是公司希望传达的__期望__信息。

Brand identity is the __desired__ message the company wants to convey.

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：比同类贵，仍有人愿意买。

- **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.

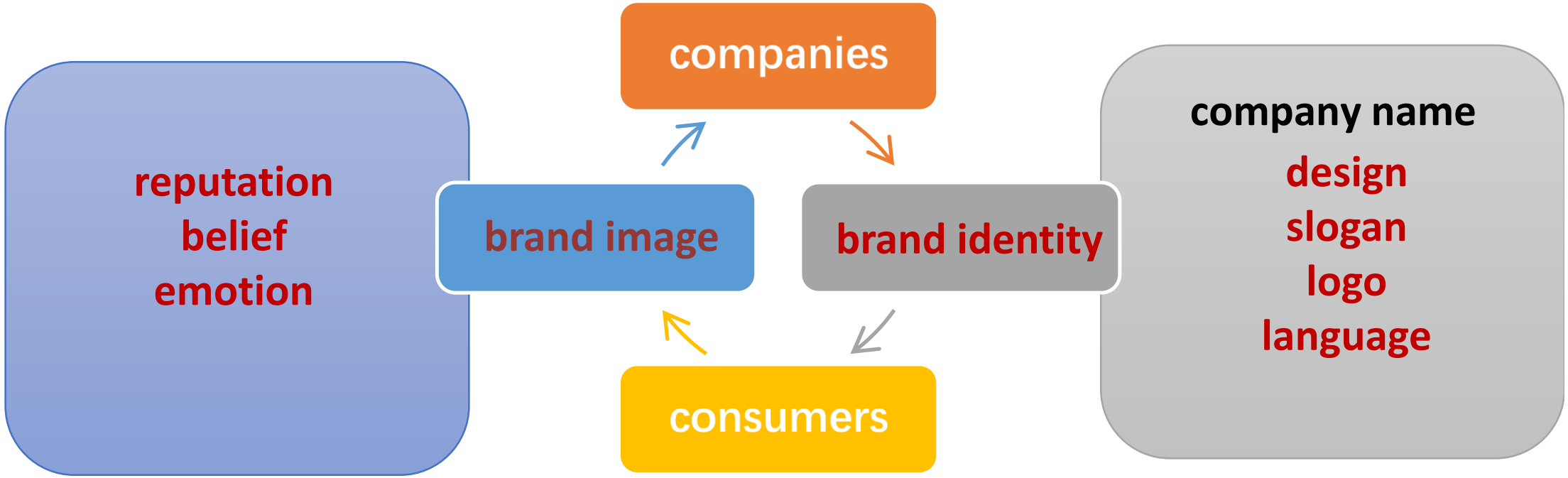
2 Work in groups and discuss the following questions.

1 **What makes brand image different from brand identity? Complete the following graph using the terms provided in the box.**

brand image	reputation	belief
brand identity	slogan	language
design	logo	emotion

2 Work in groups and discuss the following questions.

1 What makes brand image different from brand identity? Complete the following graph using the terms provided in the box.



2 Work in groups and discuss the following questions.

2 **Name a brand you are familiar with and describe its brand image. Do you think the brand image involves any message that the company does not want to communicate about itself?**



成功案例

Apple Inc.

品牌识别与形象高度一致

- 清晰的创新定位与消费者认知完全匹配
- 极简设计理念在所有接触点保持一致
- 高端品质形象通过产品体验得到验证

关键成功因素 Key Success Factors

一致性 Consistency　创新 Innovation　体验 Experience

失败教训

Nokia

品牌识别与形象脱节的后果

- 传统手机制造商定位与市场现实不符
- 创新形象与产品实际表现差距过大
- 消费者信任危机导致品牌价值崩塌

关键失败因素 Key Failure Factors

脱节 Disconnect　迟缓 Slowness　固执 Inflexibility

关键经验 Key Learnings

保持一致性

Maintain Consistency

识别与形象必须协调统一

持续监测

Continuous Monitoring

定期评估品牌形象变化

灵活调整

Flexible Adaptation

根据市场反馈及时调整策略

03

Unit 1
Key words and phrases



市场与竞争地位

Market Position & Competition

market share (n.) 市场占有率

搭配: gain/lose/dominate market share

例句: Apple has gained significant market share in the smartphone industry.

oligopoly (n.) 寡头卖方垄断

词根: oligo-(少数) + -poly(卖方)

例句: The smartphone market is an oligopoly dominated by Apple and Samsung.

hub (n.) 枢纽；中心

搭配: innovation hub, tech hub, transportation hub

例句: Silicon Valley is the global hub of technological innovation.

💡 **互动提问:**
"如果一个行业只有3-4家大公司控制90%的市场，这是什么？"

品牌与营销
Branding & Marketing

branding (n.) 品牌创建
动词形式: brand (v.) 打造品牌
例句: Nike's branding strategy focuses on inspiring athletes.

branded content (n.) 品牌化内容
区别: 强调storytelling，不是直接广告
例句: Red Bull's extreme sports videos are excellent branded content.

brand equity (n.) 品牌资产/价值
同义: brand value
例句: Apple's brand equity is estimated at over $500 billion.

creative (n.) 创意内容
词性转换: creative (adj. 有创意的) → creative (n. 创意素材)
例句: Send me the creatives for the social media campaign.

💡 **商务启示:**
品牌不仅是logo，更是消费者的情感连接。
A brand is not just a logo, but an emotional connection with consumers.



产品与服务
Product & Service

packaging (n.) 包装；外包装
动词: package (v.)
双重含义: ①物理包装 ②呈现方式
例句: Eco-friendly packaging has become a key consumer concern.

customer service (n.) 客户服务
相关词: customer support, after-sales service
例句: Amazon's customer service is a key factor in its success.

mediocrity (n.) 平庸
形容词: mediocre (平庸的)
例句: In today's market, mediocrity is no longer acceptable.

💡 **商务思维:**

Packaging是第一印象；customer service是投资，不是成本。

Packaging is the first impression; customer service is an investment, not a cost.

发展与变化

Growth & Transformation

leapfrog (v.) 跨越式发展；超越

原意: 跳背游戏 → 跳跃式发展

例句: China leapfrogged traditional banking by adopting mobile payments.

flourishing (adj.) 繁荣的

动词: flourish (繁荣)

例句: E-commerce is a flourishing industry in China.

burgeoning (adj.) 迅速发展的

同义词: booming, thriving

例句: The burgeoning AI industry is attracting billions in investment.

initiate (v.) 发起；使开始

名词: initiative (主动性)

例句: The CEO initiated a digital transformation program.

💡 **记忆技巧:**

发展程度递进: initiate (开始) → burgeoning (快速增长) → flourishing (繁荣) → leapfrog (跨越)



连接与协作

Connection & Collaboration

bind (v.) 使结合；约束

名词: bond (纽带)

例句: Shared values bind team members together.

coordinate (v.) 协调

名词: coordination (协调)

例句: Managers coordinate efforts between different departments.

seamlessly (adv.) 无缝地

形容词: seamless (无缝的)

例句: The software integrates seamlessly with existing systems.

pitch in (短语) 参与；出力

同义: chip in, contribute

例句: Everyone pitched in to meet the deadline.

💡 **商务场景:**

现代企业强调协作，主动pitch in是team player的重要特质。

Modern businesses emphasize collaboration; actively pitching in is a key trait of a team player.



传播与影响

Communication & Influence

herald (v.) 预告；宣告

同义词: announce, signal

例句: The product launch was heralded as a game-changer.

fame (n.) 名声；声誉

搭配: achieve/gain fame

例句: Elon Musk's fame extends beyond the business world.

touching (adj.) 感人的；动人的

动词: touch (触动)

例句: The brand's touching advertisement went viral.

intensity (n.) 强度；强烈

形容词: intense (强烈的)

例句: The intensity of competition continues to increase.

💡 **营销启示:**

好的传播需要情感共鸣(touching)和强度(intensity)才能建立声誉(fame)。
Good communication requires emotional resonance (touching) and intensity to build reputation (fame).

策略与创新

Strategy & Innovation

tap into (短语) 挖掘；利用
搭配: tap into a market/resource/talent pool
例句: Starbucks tapped into Chinese consumers' growing coffee culture.

grease the wheels (短语) 使顺利进行
来源: 给车轮上油使其顺畅
例句: Good supplier relationships grease the wheels of operations.

call the shots (短语) 做主；掌控
来源: 射击运动
例句: The CEO calls the shots on all major decisions.

ideology (n.) 意识形态；理念
商务应用: 如Amazon的"customer obsession"理念
例句: Corporate ideology shapes company culture.

💡 **商务智慧:**
成功企业懂得tap into需求，grease the wheels让运营顺畅，最终call the shots。
Successful businesses know how to tap into demands, grease the wheels for smooth operations, and eventually call the shots.

对比与描述

Contrasts & Descriptions

mundane (adj.) 平凡的

反义词: extraordinary

例: Entrepreneurs solve mundane problems creatively.

chaotic (adj.) 混乱的

名词: chaos (混乱)

例: The startup's early days were chaotic.

preindustrial (adj.) 工业化前的

词根: pre-(之前) + industrial

例: Preindustrial economies were agricultural.

barely (adv.) 勉强；几乎不

同义词: hardly, scarcely

例: The company barely survived the crisis.

arena (n.) 竞技场；领域

引申义: 竞争领域

例: Tech giants compete in the AI arena.

critique (n./v.) 评论；批评

用法: 既可作名词也可作动词

例: The plan received harsh critique.

💡 **应用:**

这些词描述商业环境的不同状态：从mundane日常到chaotic创业期，再到arena中的竞争。

These words describe different states of business environments: from mundane daily routines to chaotic startup phases, to competition in the arena.

Homework

1. 完成 Language skills 1 & 2 (Page 18)

2. 预习 Unit 1 Text 1 词汇、课文（跟读单词、听读课文）

END