BEC Word List

Vocabulary List

Vocabulary and example	Write it

brand n. /brænd/

a name or symbol that a company gives its products so people recognise them

Family: branding (n.) **Use it with:** brand name · brand loyalty · build a brand

It is one of the best-known sports **brands** in the world.

launch v./n. /lɔ:ntʃ/

to start selling a new product, or the event when it starts

Use it with: launch a product · product launch

We will **launch** the new phone in September.

campaign n. /kæm'peɪn/

a planned series of actions to advertise a product or reach a goal

Use it with: advertising campaign · launch a campaign

The advertising **campaign** ran on TV and social media.

target market phrase /'tɑ:gɪt 'mɑ:kɪt/

the group of customers a product is mainly made for

Family: target (v.)

Our **target market** is students aged 18 to 25.

18 25

market research phrase /'mɑ:kɪt rɪ'sɜ:tʃ/

collecting information about what customers want and buy

Use it with: carry out market research

Market research showed that customers wanted smaller packs.

survey n. /'sɜ:veɪ/

a set of questions asked to many people to learn their opinions

Family: survey (v.) **Use it with:** conduct a survey · online survey

We sent a **survey** to 2,000 customers.

2,000

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Vocabulary and example	Write it

focus group phrase /ˈfəʊkəs gruːp/

a small group of people asked to discuss a product in detail

A **focus group** tested the new flavour.

market share phrase /ˈmɑːkɪt ʃeə/

the percentage of all sales in a market that one company has

Use it with: increase market share · lose market share

Our **market share** rose from 12% to 15%.

12% 15%

competitor n. /kəmˈpetɪtə/

a company that sells similar products to the same customers

Family: compete (v.) · competition (n.) · competitive (adj.) **Use it with:** main competitor · rival

Our main **competitor** has cut its prices.

advertisement n. /ədˈvɜːtɪsmənt/

a picture, text or film that tells people about a product to make them buy it

Family: advert / ad (informal) · advertise (v.) **Use it with:** place an advertisement · TV advertisement

The **advertisement** appeared in three magazines.

slogan n. /ˈsləʊgən/

a short phrase that is easy to remember, used in advertising

Use it with: advertising slogan

The new **slogan** is printed on every bag.

logo n. /ˈləʊgəʊ/

a design or symbol that a company uses on its products and documents

Use it with: company logo

The **logo** is a blue circle with a white star.

sponsor v./n. /ˈspɒnsə/

to pay for an event, often to advertise a company

Family: sponsorship (n.) **Use it with:** sponsor an event · sponsorship deal

A bank **sponsors** the city marathon.

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Vocabulary and example	Write it

endorsement n. /enˈdɔːsmənt/

a public statement by a famous person that they like a product

Family: endorse (v.) **Use it with:** celebrity endorsement

The tennis star's **endorsement** doubled sales.

point of sale phrase /pɔɪnt ɒv seɪl/

the place where a customer pays for a product, such as a checkout

Family: POS (abbr.) **Use it with:** point-of-sale display

Sweets are placed at the **point of sale** so shoppers buy them while they wait.

free sample phrase /friː ˈsæmpl/

a small amount of a product given away so people can try it

Use it with: hand out free samples

Shoppers received a **free sample** of the new tea.

image n. /ˈɪmɪdʒ/

the opinion people have of a company or product

Use it with: brand image · improve the image

The company wants a younger, more modern **image**.

niche n. /niːʃ/

a small, special part of a market

Use it with: niche market · find a niche

The firm found a **niche** selling bicycles for tall riders.

mass market phrase /mæs ˈmɑːkɪt/

the very large number of ordinary customers who buy cheap, popular goods

Family: mass-market (adj.)

The car was designed for the **mass market**.

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Vocabulary and example	Write it

consumer n. /kənˈsuːmə/

a person who buys goods or services for their own use

Family: consume (v.) · consumption (n.) **Use it with:** consumer goods · consumer spending

Consumers are spending more online.

word of mouth phrase /wɜːd ɒv maʊθ/

when people tell each other about a product they like

The restaurant became popular through **word of mouth**.

publicity n. /pʌˈblɪsɪti/

attention from newspapers, TV and the internet

Family: publicise (v.) **Use it with:** bad publicity · attract publicity

The new store got a lot of **publicity**.

press release phrase /pres rɪˈliːs/

an official written statement given to journalists

Use it with: issue a press release

The company issued a **press release** about the merger.

packaging n. /ˈpækɪdʒɪŋ/

the box, bottle or paper that a product is sold in

Family: package (n./v.) **Use it with:** attractive packaging · recycled packaging

The new **packaging** uses 30% less plastic.

30%

unique selling point phrase /juːˈniːk ˈselɪŋ pɔɪnt/

a feature that makes a product different from and better than others

Family: USP (abbr.)

Its **unique selling point** is a battery that lasts a week.

social media phrase /ˈsəʊʃl ˈmiːdiːə/

websites and apps where people share messages, photos and videos

Use it with: social media campaign · on social media

We advertise mainly on **social media**.

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Vocabulary and example	Write it

trend n. /trend/

a general change in what people do or like

Family: trendy (adj. informal) **Use it with:** a trend towards · follow a trend

There is a growing **trend** towards healthy snacks.

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