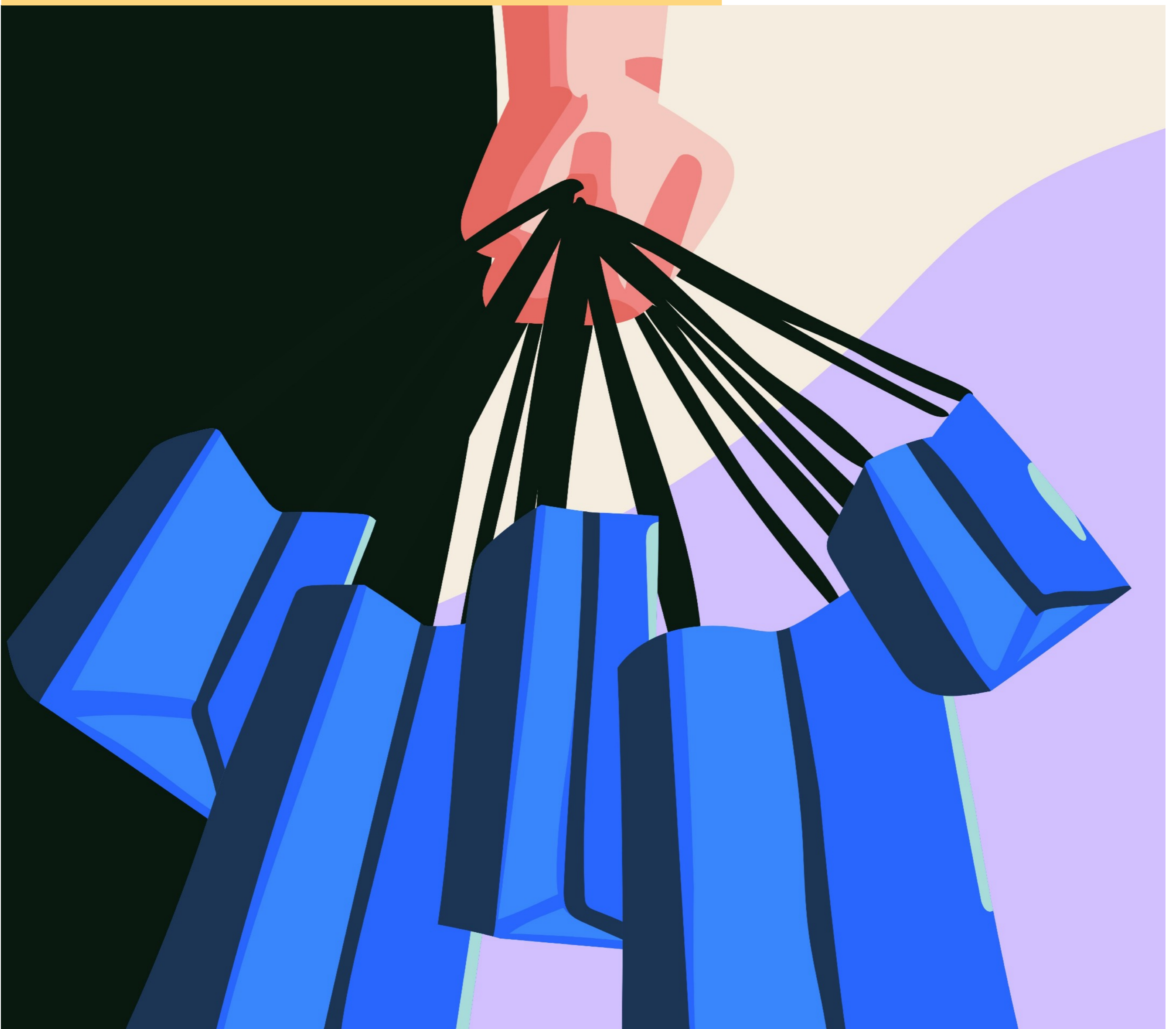


BRANDS

DISCUSSION
QUESTIONS



A2

1. Can you name three popular brands?
2. What is your favorite clothing brand and why?
3. Do you prefer Coca-Cola or Pepsi? Why?
4. How do you choose which brand to buy?
5. Do brands matter to you when shopping for shoes?
6. Have you ever bought a brand because a celebrity endorsed it?
7. What's the most famous car brand in your country?
8. Are expensive brands always better?
9. How do brands advertise their products?
10. Do you think brands are important for children's products?
11. Have you ever been disappointed by a brand?
12. What brand makes your favorite snack?
13. Do you like to follow fashion brands?
14. What is the most popular tech brand in your opinion?
15. Can you think of an environmentally friendly brand?
16. Are there any local brands you prefer over international ones?
17. What's your favorite sports brand?
18. Do brands influence what you eat or drink?
19. Have you ever tried a brand and didn't like it?
20. What brand would you recommend to a friend?

B1

1. How do brands impact consumer choices?
2. What makes a brand successful?
3. Discuss the role of branding in marketing.
4. Do you think brand loyalty is important?
5. How do brands use social media to attract customers?
6. Can a brand's image change over time?
7. What are the benefits and drawbacks of buying branded products?
8. Do you think brands have a social responsibility?
9. How do global brands affect local cultures?
10. Discuss a brand that has a strong environmental policy.
11. Is it ethical for brands to target children in their advertising?
12. How do brand endorsements by celebrities affect their popularity?
13. What's your opinion on luxury brands?
14. Do brands play a role in shaping trends?
15. Discuss the impact of counterfeit products on brands.
16. How do brands build customer loyalty?
17. Can brands survive without online presence today?
18. What's your perspective on brand collaborations?
19. How do brands contribute to economic growth?
20. Discuss a brand that successfully reinvented itself.

B2

1. Analyze the role of branding in a globalized economy.
2. How do brands shape consumer identity?
3. Discuss the ethical implications of branding strategies.
4. What is the importance of brand differentiation?
5. How do brands influence societal values?
6. Evaluate the impact of branding on consumer behavior.
7. Discuss how technology has changed brand marketing.
8. What role does sustainability play in modern branding?
9. How do cultural differences affect global brand strategies?
10. Analyze the risks and rewards of brand extension.
11. Discuss a brand failure and the lessons learned from it.
12. How has social media reshaped brand-customer interactions?
13. What is the impact of branding on consumer psychology?
14. Discuss the phenomenon of brand communities.
15. How do brands maintain relevance in changing markets?
16. Evaluate the role of customer feedback in brand development.
17. Discuss the importance of storytelling in branding.
18. How do global crises affect brand strategies?
19. Analyze the balance between innovation and consistency in branding.
20. Discuss how brands can be agents of social change.

C1

1. Critically assess the influence of multinational brands on global culture.
2. Discuss the relationship between brand identity and corporate ethics.
3. Analyze the impact of digital transformation on brand management.
4. Evaluate the role of consumer activism in shaping brand strategies.
5. How do brands navigate the challenges of cultural appropriation?
6. Discuss the evolution of branding in the digital age.
7. Analyze the interplay between brand image and consumer trust.
8. Evaluate the impact of globalization on local brands.
9. How do brands leverage storytelling to create emotional connections?
10. Discuss the challenges brands face in maintaining authenticity.

C2

1. Critique the role of brands in perpetuating consumerism.
2. Analyze the interdependence between brands and cultural identity.
3. Discuss the ethical dilemmas faced by brands in emerging markets.
4. Evaluate the impact of disruptive technologies on established brands.
5. How do brands contribute to or detract from societal wellbeing?
6. Analyze the implications of brand activism on corporate image.
7. Critically assess the role of branding in environmental sustainability.
8. Discuss the future of branding in an increasingly virtual world.
9. Evaluate the influence of brand narratives on consumer perception.
10. Critically analyze the role of data analytics in brand strategy.