

## Unit 1 – Market your brand

### Brand loyalty

to fuel a massive change	The recent popularity of eco-friendly products has fuelled a massive change in how people spend money.	eine massive Veränderung entfachen / vorantreiben
to offer warranties	Many companies offer warranties that guarantee their customers receive a replacement in case a product is faulty.	Garantien / Gewährleistungsansprüche anbieten
to have an unlimited returns policy	Clothing companies sometimes have an unlimited returns policy, which customers tend to like.	ein unbegrenztes Rückgaberecht haben
to have / face a recession	A small business may have to lay off workers while facing a recession if it has trouble keeping up with production costs.	eine Rezession haben / sich mit einer Rezession konfrontiert sehen
to verify something	If a company makes dramatic claims about the benefits of their product, potential customers may want to verify the accuracy of these claims.	etwas überprüfen / bestätigen / verifizieren
to strongly rely on product reviews	Many people strongly rely on product reviews to make decisions about big purchases, especially regarding electronics or home appliances.	sich stark / sehr auf Produktbewertungen verlassen
to ban photo retouching	A few forward-thinking fashion magazines banned photo retouching several years ago to promote a more authentic representation of the human body.	Foto-Retusche verbieten
to be resistant to something	It's normal to be resistant to change when you're used to doing something a certain way.	gegen etwas resistent sein
to be fickle	Some people you meet online can be pretty fickle; one day they're your best friends and the next they don't answer any of your messages.	flatterhaft / wankelmütig sein
to be driven by the influencer community	Most of the popular product trends are now driven by the influencer community and what they choose to advertise.	von der Influencer-Community angetrieben / gesteuert werden
to be remedied by fast fashion	Teens' need to fit in and buy trendy clothing pieces is easily remedied by fast fashion.	Abhilfe durch Fast Fashion erfahren
to be thrifty	Today's society praises people who are thrifty and who attempt to live with a smaller carbon footprint.	sparsam sein
to be frowned upon	It is frowned upon to present one's wealth on social media or to otherwise brag about how much money one earns.	verpönt / missbilligt werden
young people's shopping behaviour is alien to some consumers	Young people's shopping behaviour is alien to some consumers because it often involves digital platforms and social media, which older generations may not be as familiar with or comfortable using.	das Einkaufsverhalten junger Menschen ist einigen Verbrauchern/ Verbraucherinnen fremd / nicht vertraut / suspekt
<b>Bonfire of the brands</b>		
beyond all reason	Sandy tried to convince her sister to buy the cheaper version of a pair of shoes, but beyond all reason, she wanted the pair from <i>Gucci</i> .	jenseits aller Vernunft / unvernünftig
to be gullible	Jim is so gullible; he'll buy anything if the advertisement was good enough.	leichtgläubig / naiv sein

to top up one's self-esteem	When Dylan heard how proud his mother was, it topped up his self-esteem.	das Selbstwertgefühl steigern
to free oneself from a materialistic mindset	Annie moved into a smaller house last year, saying she wanted to free herself from a materialistic mindset and have a fresh start.	sich von einer materialistischen Denkweise befreien
to donate the branded goods	Yolanda made up her mind to donate all the branded goods she owns to a clothing drive for low-income teens.	die Markenartikel spenden
to give away all of one's possessions	Gary gave away all of his possessions before he left to study sustainable urban planning in Amsterdam.	alle Besitztümer verschenken
to buy things based on necessity	Amir grew up in a family who only bought things based on necessity and told him never to waste money on things he didn't absolutely need.	nur das Notwendige kaufen
to make snap judgements about someone	Unfortunately, many people make snap judgements about someone based on their appearance.	sich ein vorschnelles Urteil über jemanden bilden
to respond to consumer aspirations	Companies learn to respond to customer aspirations to stay relevant and continue to provide desirable products.	auf die Wünsche der Verbraucher / Konsumenten/Verbraucherinnen / Konsumentinnen eingehen / reagieren
to opt for ethical brands	Many young people opt for ethical brands instead of large companies who don't bother about enforcing workers' rights.	sich für ethische Marken entscheiden
to become more transparent	Influencers and content creators on <i>Instagram</i> have become more transparent and are beginning to share more behind-the-scenes information about how they earn their money.	transparenter werden
to be more personalised and individualised	Marketing is more personalised and individualised than ever before thanks to personalised ads on social media platforms.	stärker personalisiert und individualisiert werden
<b>The impact of brands on young consumers</b>		
to represent the consumers' perceptions and feelings about a product or service	The goal of a brand is to represent the consumers' perceptions and feelings about a product or service and therefore seem relatable, especially to teenage consumers.	die Wahrnehmungen und Gefühle der Verbraucher / Konsumenten/ der Verbraucherinnen/Konsumentinnen in Bezug auf ein Produkt oder eine Dienstleistung verkörpern
to show consistency in product quality	Jackie was proud of her company's ability to show consistency in product quality.	Beständigkeit in der Produktqualität aufweisen
to rely on prior experiences or public word-of-mouth	Many world-famous brands rely on prior experiences of their customers or public word-of-mouth to advertise their products.	auf frühere Erfahrungen oder Mundpropaganda bauen / setzen
to be familiar with a brand	Simon was familiar with a brand only because he saw it advertised on TV.	mit einer Marke vertraut sein
to identify with a brand and what it stands for	If Julie can identify with a brand and what it stands for, she is willing to promote it on her channel.	sich mit einer Marke und dem, wofür sie steht, identifizieren
to provide someone with a sense of familiarity and safety	The logo for a product Skyla used as a kid provided her with a sense of familiarity and safety whenever she saw it.	jemandem ein Gefühl von Vertrautheit und Sicherheit vermitteln
to misrepresent the benefits of a product	Wellness influencers often misrepresent the benefits of a product they're being paid to promote.	die Vorteile eines Produkts falsch darstellen

to create massive demand for unnecessary things	Online trends can often create massive demand for unnecessary things, for example fidget spinners.	eine massive Nachfrage nach unnötigen Dingen erzeugen
to lead to feelings of social injustice and jealousy	Expensive brands that become popular for the mainstream can lead to feelings of social injustice and jealousy among teenagers with different economic backgrounds.	zu Gefühlen von sozialer Ungerechtigkeit und Eifersucht führen
to increase the cost of a product	High demand due to trends can often increase the cost of a product.	die Kosten für ein Produkt erhöhen
to harness the power of brands to inspire positive social change	In order for advertising to have a positive impact, advertisements need to harness the power of brands to inspire positive social change.	die Macht von Marken nutzen, um einen positiven sozialen Wandel zu bewirken
to mobilise consumer choice for more sustainable consumption	To create a more environmentally-friendly future, companies need to mobilise consumer choice for more sustainable consumption and start offering the sustainable products customers are requesting.	Verbraucher / Konsumenten/Verbraucherinnen / Konsumentinnen für nachhaltigere Kaufentscheidungen mobilisieren
to turn social and environmental needs into market opportunities	The most forward-thinking companies find ways to turn social and environmental needs into market opportunities.	soziale und ökologische Bedürfnisse in Marktchancen verwandeln
to take a stand on social issues	Through their decisions, companies take a stand on social issues like paid health care, the gender pay gap, and paid maternity leave.	Stellung zu sozialen Fragen beziehen
<b>Marketing terms</b>		
<i>AIDA formula</i>	Danielle often relies on the <i>AIDA formula</i> when coming up with the concept for a new advertisement.	AIDA-Prinzip
distribution	The success of a product is often dependent on the distribution process, as people won't support a company that can't ship products to them.	Vertrieb, Verteilung
end user	It's important to take into account if a product will actually be appealing to the intended end user.	Endverbraucher/in, Endbenutzer/in,
image	George was always trying to boost his brand's image by posting engaging videos on <i>YouTube</i> .	Image, Erscheinungsbild
label	In certain social circles, your reputation can be affected by wearing clothes from designer labels.	Marke, Etikett, Label
launch	The launch of a new product is almost always accompanied by both excitement and apprehension in case the public response isn't as positive as expected.	Markteinführung
market research	Before introducing a new product to the market, entrepreneurs will conduct market research to determine if there is a demand for the item or innovation.	Marktforschung
point(s) of sale	The manager confirmed that the dent in the side of the recently-purchased grill had not been present at the point of sale and refused to provide a replacement.	Verkaufsstelle(n)

public relations	The company's scandal turned out to be horrible for public relations; many long-time customers lost faith in the firm's leadership.	Öffentlichkeitsarbeit
sponsor	Charlotte's start-up became well-known due to her incredible work ethic as well as a few influential sponsors.	Sponsor/in
total product	Last year, the total product was up more than average due to increased efficiency in the material supply chain.	Endprodukt, Gesamtprodukt
trademark	Brenda's flower company's trademark was a tulip that looked like an umbrella.	Marke, Handelsmarke, Schutzmarke, Markenzeichen
<b>Market your image</b>		
to collaborate with a brand	<i>Dage</i> recently collaborated with a brand of specialty running shoes to promote their new sole technology in return for a free test pair.	mit einer Marke zusammenarbeiten / kooperieren
to reach out to someone	While promoting an unknown product, it is essential to reach out to different people or companies that may be interested in it.	bei jemandem (um Kooperation) anfragen / jemanden zu erreichen versuchen
to take the initiative	Last year, Zoë took the initiative and finally started her homemade jewellery business.	die Initiative ergreifen
to do something long-term	Steven knew as soon as he built his first chair that he wanted to do carpentry long-term.	etwas langfristig tun
to share parts of one's life with one's following	As a content creator, Gloria shares parts of her life with her following, especially what she cooks for meals.	Teile des eigenen Lebens mit seinen Followern/Followerinnen / Anhängern/Anhängern teilen
to persuade someone	Harper persuaded her brother to film a promotional video for her new business, since he was a videographer.	jemanden überreden
to go viral	To Kate's surprise, the video of her rabbit jumping over the arm of her couch went viral and ended up getting over eight million views.	viral / rasend schnell bekannt werden, ein Riesenerfolg werden
to edit a photo	Chris edited a photo of his dog to make it look like the dog was wearing a hat.	ein Foto bearbeiten
to promote faulty products	Some influencers promote faulty products that they may not have ever used, just to earn money.	fehlerhafte Produkte bewerben
to have a sustained / profitable career as an influencer	Only very few people manage to have a sustained career as an influencer, and even fewer manage to have a profitable one.	eine dauerhafte / profitable Karriere als Influencer/in haben
to be an entrepreneur	Ying would tell you she is an entrepreneur because she started her own business; she was actually the first in her family to do so.	ein Unternehmer/eine Unternehmerin sein
to build one's reputation	Matt slowly built his reputation as a skilled ski coach over time; he has inspired countless young people to feel confident on the slopes.	sich einen Ruf aufbauen
to market oneself as an individual	Part of the work of being a content creator is to market oneself as an individual and really promote one's own personality.	sich als Person vermarkten
to create an image of oneself for the outside world	Farah posts videos of her daily fitness routines on <i>Instagram</i> , creating an image of herself for the outside world as an athletic, health-conscious college student.	ein Bild von sich selbst für die Außenwelt schaffen

to sell one's expertise, experience and personality	As a fitness trainer, Nimhaj sells his expertise, experience and personality with his relatable online videos.	die eigene Kompetenz, Erfahrung und Persönlichkeit verkaufen
to be one's own brand	Olivia is her own brand; her followers love her jokes and music tutorials and buy her merch simply because she acts the way she does.	eine eigene Marke sein
to enhance one's career chances	Having a thriving online platform may enhance some teens' career chances, depending on what field they want to get into.	die eigenen Karrierechancen verbessern
to create a uniform public image that demonstrates one's values and overall reputation	The most important thing when crafting a successful brand is creating a uniform public image that demonstrates the creator's values and overall reputation.	ein einheitliches Bild in der Öffentlichkeit schaffen, das die eigenen Werte und das Gesamtbild widerspiegelt
to find one's true strengths	Harold found his true strengths as a writer while participating in a writing boot camp through his university.	die eigenen wahren Stärken finden
to outsmart and outlast the competition	Staying relevant in the business world requires outsmarting and outlasting the competition.	die Konkurrenz / Mitbewerber/innen austricksen und überdauern
to gain more clarity and direction in one's career	Going back to school allowed Rohan to gain more clarity and direction in his career as an architect.	mehr Klarheit und Richtung in der eigenen Karriere erlangen
to improve one's leadership skills	Teaching others how to do things improves one's leadership skills.	die eigenen Führungsqualitäten verbessern
to increase one's chances of success	Adrian's brother told him that reaching out to other outdoor companies would increase his chances of success on the market with his newly-developed climbing harness attachment.	die eigenen Erfolgchancen erhöhen
to build up trust among one's customers	Ida knew she should provide good customer service in order to build up trust among her customers.	Vertrauen bei den Kunden/ Kundinnen aufbauen
to attract ideal opportunities	Flora-Marie always said that networking helped her attract ideal opportunities for her business's growth.	optimale / ideale Gelegenheiten / Chancen finden
to lose credibility	Posting advertisements that were unrelated to her normal content caused Sandra to lose credibility with her followers.	Glaubwürdigkeit verlieren
to attract negative publicity	Valerie kept getting into fights with her followers in the comments beneath her posts and attracted negative publicity within the influencer community.	negative Aufmerksamkeit auf sich ziehen
to become more of a brand than a person	It's risky to share too much of your private life online, otherwise you become more of a brand than a person.	mehr zu einer Marke werden als als Person wahrgenommen werden
to oversell oneself	Xavier seemed really arrogant in his introductory pitch; I think he tried to oversell himself a bit.	sich zu sehr verkaufen, sich zu sehr anpreisen