

词汇: *marketing* 营销

You might have heard the term '**brand loyalty**'. As we enter a 5th generation of console releases, with Sony's PS5 and Microsoft's Xbox series X due to **hit our shelves** this year, once more psychologists are predicting a wave of purchases based on **fidelity**.

But why do people feel compelled to stick with brands? Writer Carol M. Bopp describes brand loyalty as a positive feeling that consumers identify with a certain product or company. This also draws on the idea of **brand awareness**: the extent to which customers are familiar with the **logo** or **values** of a brand, **goods** or a **service**.

Huge companies pump millions into marketing and **advertising**, using **analytics** to determine who is their **ICP**, or **ideal customer profile**. It's no surprise that the **ads** which pop up on social media somehow feel **targeted** at or **tailored** for you. This is because companies spend a lot of time and money analysing who is most likely to become loyal customers.

This extends to the supermarkets. Many believe that the more expensive branded products are much better than the supermarkets' **own brand**. Money-saving experts like Martin Lewis, encourage us to give up the **premium** or **branded products** and buy the value versions.

So, are we really brand loyal? Companies certainly want us to be. But there are those who believe it's more to do with **brand habit** – that feeling of comfort you get from buying the same product over and over again. Once we're familiar with a brand and we know that it's OK, we don't feel compelled to try anything else.

So, the next time you find yourself buying your favourite brand, it might not be down to brand loyalty, but rather to habit, or even that you have been targeted by a specific company through tailored ads.

词汇表

brand loyalty	品牌忠诚度
hit the (our) shelves	摆上货架
fidelity	忠诚
brand awareness	品牌认知
logo	商标
values	价值观
goods	商品, 货物
service	服务
advertising	广告
analytics	(数据) 分析方法
ICP (ideal customer profile)	理想客户特征
ad	广告
targeted	定向的, 有目标的
tailored	特制的, 定制的
own brand	(商店的) 自有品牌
premium	高级的, 优质的
branded product	品牌产品
brand habit	品牌习惯

测验与练习

1. 阅读课文并回答问题。

1. What is Martin Lewis's money-saving advice?
2. Why do ads feel targeted to us?
3. How do companies determine who their ICP is?
4. What is brand habit?
5. How does Carol M. Bopp describe brand loyalty?

2. 选择意思恰当的单词或词组来完成下列句子。

1. Companies _____ ads at specific customers they think will buy their products.

target	awareness	loyalty	values
--------	-----------	---------	--------

2. Martin Lewis thinks we should buy the supermarkets' _____ products.

premium	own-brand	awareness	values
---------	-----------	-----------	--------

3. _____ is the short form of adverts.

ICP	Advertising	Ads	Aids
-----	-------------	-----	------

4. Companies use _____ to determine who their ICP is.

awareness	analytics	target	analyse
-----------	-----------	--------	---------

5. I love the shape and design of their _____.

values	logo	brand	awareness
--------	------	-------	-----------

答案

1. 阅读课文并回答问题。

1. What is Martin Lewis's money saving advice?

He encourages us to give up the premium or branded products and buy the value versions.

2. Why do ads feel targeted to us?

Companies spend a lot of time and money to determine who to target with specific products.

3. How do companies determine who their ICP is?

Companies use analytics to determine who their ICP is.

4. What is brand habit?

The feeling of being comfortable buying the same product over and over again.

5. How does Carol M. Bopp describe brand loyalty?

A positive feeling that consumers identify with a certain product or company.

2. 选择意思恰当的单词或词组来完成下列句子。

1. Companies **target** ads at specific customers they think will buy their products.

2. Martin Lewis thinks we should buy the supermarkets' **own brand** products.

3. **Ads** is the short form of adverts.

4. Companies use **analytics** to determine who their ICP is.

5. I love the shape and design of their **logo**.