

The Power of a Brand!

To illustrate that branding works and these companies have got their message across to you, complete these well known tag lines with the brand name and mark 'yes' or 'no' to indicate whether you have ever bought or used their products.

And all because the lady loves _____

Every little help's _____

Because I'm worth it _____

It's a bit of an animal _____

Beanz meanz _____

My mate _____ (love it or hate it)

Melt in your mouth not in your hands _____

Save money live better _____

Just do it! _____

Think different _____

"They're grrrreat" _____

"I'd rather have a bowl of _____"

"A _____ a day helps you work rest and play"

"Maybe she's born with it? maybe its _____"

"I'M LOVIN' IT!" - _____

Connecting people _____

The happiest place on earth _____

"Thank _____ it's Friday"

"You're not you when you're hungry" _____

Once you pop you just can't stop _____