

# Brand Repositioning and Revitalization Discussion

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## Role-Play Dialogue (Approximately 10 minutes)

### Participants:

- Marketing Director (**MD**)
- Brand Manager (**BM**)

### Setting:

A business meeting discussing the company's brand repositioning strategy.

**MD:** Our sales have been stagnating, and customer engagement is lower than expected. If we reposition our brand, then we could attract a new audience.

**BM:** That's true. Our brand has been perceived as too traditional. A revitalization strategy might help us connect with younger consumers.

**MD:** Exactly. We should analyze emerging market trends. If we align our messaging with sustainability and innovation, we may gain traction in new demographics.

**BM:** I agree. However, a brand repositioning effort requires careful planning. If we shift too quickly, then we risk alienating our loyal customers.

**MD:** That's a valid concern. We could introduce the changes gradually and test responses through targeted campaigns.

**BM:** Another key factor is our visual identity. If we refresh our logo and packaging, then we might enhance brand appeal without compromising brand recognition.

**MD:** Good point. Also, we should refine our social media strategy. If we collaborate with influencers, we could increase brand awareness and credibility.

**BM:** Let's develop a proposal outlining key initiatives, projected costs, and expected outcomes. If we present a compelling case to the executives, then we may secure additional funding.

**MD:** Agreed. Let's set a meeting next week to finalize our approach.

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## **Comprehension Questions and Sample Answers (Approximately 5 minutes)**

**1. What problem does the company face?**

*The company is experiencing stagnant sales and lower customer engagement.*

**2. How does the Marketing Director propose to solve this issue?**

*The Marketing Director suggests repositioning the brand to attract a new audience.*

**3. What potential risks does the Brand Manager identify?**

*The Brand Manager points out that a sudden shift in branding could alienate loyal customers.*

**4. How do they plan to test the effectiveness of brand repositioning?**

*They plan to introduce gradual changes, conduct targeted campaigns, and collaborate with influencers.*

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## **Teacher's Lesson Points (Concise Version)**

### **Pre-Class Preparation:**

- Review the dialogue and familiarize yourself with key vocabulary: *brand repositioning, revitalization, audience, traction, brand identity, engagement, brand appeal.*

- Be prepared to explain conditionals (e.g., "If we reposition our brand, then we could attract a new audience.") and modal verbs (*could, should, may, might*).

## **Lesson Flow:**

### **1. Introduction (2–3 minutes):**

- Begin with a brief discussion: *"Have you seen a company successfully change its brand image? What strategies did they use?"*
- Introduce today's objective: understanding brand repositioning and using conditionals to discuss business strategies.

### **2. Reading & Analysis (10 minutes):**

- Have the student read the dialogue aloud. Correct pronunciation and intonation where necessary.
- Highlight important business expressions and grammar structures.

### **3. Comprehension Check (5 minutes):**

- Ask the comprehension questions and discuss the answers. Provide feedback as needed.

### **4. Role-Play Practice (Remaining Time):**

- Assign roles and have the student reenact the dialogue.
- Encourage modifications: *"How would you adjust the dialogue if the company targeted a luxury market?"*

### **5. Wrap-Up (2–3 minutes):**

- Summarize key vocabulary and grammar points.
- Assign homework: *Prepare a short proposal for a brand repositioning strategy, using at least three conditional statements.*