

# Corporate Branding and Identity Strategy Discussion

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## 1. Role-Play Dialogue (Approximately 10 minutes)

### Participants:

- **Sarah** (Brand Manager)
- **David** (Marketing Director)
- **Lisa** (CEO)

**Setting:** A business meeting discussing corporate branding strategies.

### Dialogue:

**Sarah:** Thank you for joining today's meeting. As we all know, our brand identity plays a crucial role in our market positioning. If we redefine our brand identity, then we could strengthen our market presence.

**David:** I completely agree. Our competitors have been investing heavily in rebranding, and if we don't adapt, we might lose market relevance.

**Lisa:** That's a valid point. However, what specific aspects of our branding should we focus on?

**Sarah:** Based on our research, we need to modernize our visual identity, refine our brand message, and enhance customer engagement strategies.

**David:** If we redesign our logo and refresh our website, we could attract more younger consumers. Additionally, reinforcing our core values through storytelling might improve brand loyalty.

**Lisa:** That makes sense. But how do we ensure consistency across all platforms?

**Sarah:** We should develop a comprehensive brand guideline. If we establish clear branding standards, then all departments can align their strategies accordingly.

**David:** That's an excellent approach. We could also conduct internal training sessions to make sure all employees understand our branding principles.

**Lisa:** Good. Let's finalize a plan and set measurable goals to track our progress. I'd like a detailed proposal by next week.

**Sarah:** Absolutely. We'll have a strategy document ready by then.

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## **2. Comprehension Questions & Sample Answers (Approximately 5 minutes)**

### **1. What is the main topic of the discussion?**

- *The discussion is about redefining the company's brand identity to strengthen market presence.*

### **2. What are the key elements Sarah suggests for improving the brand identity?**

- *She suggests modernizing the visual identity, refining the brand message, and enhancing customer engagement strategies.*

### **3. Why does David believe updating the logo and website is important?**

- *He believes that these updates will help attract younger consumers and improve brand appeal.*

### **4. What steps are proposed to ensure branding consistency?**

- *They propose developing a comprehensive brand guideline and conducting internal training sessions.*
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## **3. Teacher's Lesson Points (Concise Version)**

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

- Review the dialogue, key vocabulary, and grammar points (modal verbs and conditionals).

- Be prepared to provide explanations on branding concepts if necessary.

### **Introduction (2–3 minutes):**

- Ask the student: “What do you think makes a strong brand?”
- Introduce the lesson objectives: understanding corporate branding strategies and using conditionals in business discussions.

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

- Have the student read the dialogue aloud.
- Correct pronunciation and intonation.
- Highlight key vocabulary (branding, identity, engagement, market presence).
- Explain grammar points (e.g., *If we redefine our brand identity, then we could strengthen our market presence*).

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

- Ask comprehension questions and discuss answers.
- Provide feedback on grammar and vocabulary usage.

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

- Assign roles and conduct a role-play exercise.
- Encourage the student to use conditional sentences and business vocabulary.

### **Wrap-Up (2–3 minutes):**

- Summarize key points.
- Assign a homework task: *Prepare a short branding proposal using at least three conditional sentences and key vocabulary from the lesson.*