

## 96.06.03 Workshop FRI SP Session 20 Brand Awareness

Telegram Channel: [@sabaitc](#)

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Direct Link :

<http://ieltstoeflcenter.com/index.php/english-department/workshop-speaking-writing/speaking-workshop/fridays>

The Video Link : -----

1. Brand **awareness**
2. Quite **challenging** for sb
3. Make it known
4. To the **general public**
5. As the article suggested
6. Offer a **good discount**
7. **Make a purchase**
8. **The hope is that when**
9. At full price
10. However
11. **Bargain hunters** = people looking for cheap prices
12. **Good value for money**
13. Getting an **unbeatable** price
14. They **seldom, if ever**, make a purchase
15. Generate a lot of **buzz** = everybody talks about the product
16. **Create/generate** brand awareness
17. Offered at a **considerable** discount
18. Many will be **wary** of it = careful
19. Believing it is **of inferior quality**
20. **Thinking** that the product may be unreliable
21. This ..... is not what you want
22. receive **publicity** = fame
23. This **publicity** will be **fleeting** at best = temporary
24. A risky gamble **at best** = در بهترین حالت

**Good luck!**