

Conversation: Brand Identity and Preferences

1. What are some U.S. brands or products that are popular or well-known in your country?
2. What is your country's main export or most famous brand or product?
3. Think about a brand you buy from frequently (like Apple, Nike, or a local favorite). Why are you loyal to this brand? Is it because of the quality, the price, or their image?
4. Do you think some people care too much about luxury brands (like Rolex, Gucci, or BMW)? Why do people buy these items even if cheaper alternatives work just as well?
5. Has a brand ever disappointed you? What happened, and did you stop buying their products because of it?
6. If you were opening a new business—like a cozy coffee shop or a modern tech company—what colors and style would you choose for the branding (such as the logo)? Why?
7. Think about a product you bought recently mainly because the packaging looked nice or interesting. What did the design say about the product inside?
8. Do you prefer global brands (like McDonald's, Amazon, or Samsung) or local brands from your own country? Which type do you think offers better value?
9. Can you think of a famous brand slogan or jingle (a short catchphrase or song) from an advertisement/commercial? Why do you think it stuck in your head?
10. What are some of the world's most recognizable logos?