

Generic Brands- Vocabulary and Speaking

Choose brands from the list below and do the activity or activities from that your teacher tells you to:

- Take turns choosing brands from below and roleplaying making a complaint about it to the company hotline, the shop where you bought it, etc
- Design an advertising campaign
- Write at least one USP (= unique selling point), using your imagination if you like
- Describe the brand, its image, etc, and see if your partner can guess what is true and what is just your imagination

List of generic brands/ brands which have become words

Airfix plastic models	Astroturf artificial grass
Band Aid sticky plasters	Chapstick lip balm
Cuisinart food processors	Dormobile camper vans
Dumpster skips	Durex condoms
Elastoplast sticky plasters	Filofax personal organisers
Glad wrap clingfilm	Hoover vacuum cleaners
JCB excavators	Jeep four-wheel-drive cars
Jell-O jelly	Jiffy Bag padded envelopes
Kleenex tissues	La-Z-Boy reclining chairs
Learjet private planes	Photoshop photo editing software
Play-Doh modelling clay	Popsicle ice lollies
Post-It sticky notes	Pot Noodle instant noodles
Pritt Stick glue sticks	Q-Tip cotton buds
Rizla cigarette rolling papers	Saran Wrap clingfilm
Scalextric slot cars	Sellotape/ Scotch Tape
Sharpie/ Magic Marker permanent markers	
Skidoo snowmobiles	Speedo swimming trunks
Stetson cowboy hats	Stanley Knife utility knives
Taser stun guns	Thermos vacuum flasks
Tippex/ Wite Out/ Liquid Paper correction fluid	
Tupperware plastic boxes	Vaseline petroleum jelly
Velcro hook fasteners	Windbreaker cagoules
Winnebago motorhomes	Xerox photocopiers
Zamboni ice resurfacers	Ziploc freezer bags

Ask about any brands which you haven't heard of, brands which you don't know how to pronounce, product descriptions which you don't understand, etc. Then copy your teacher's pronunciation of the brand names and comment when they are different to what you expected with phrases like "I always thought it was pronounced...", "I've also heard it pronounced...", "I (always/ usually) pronounce it as...", "In the original country/ language, it's..." and "In my country, people (always/ usually/ sometimes) say..."

Without looking above, join words (or sometimes parts of words) to others in the same section to make descriptions of the branded products, then check with the first page.

Airfix plastic	B excavators
Astroturf artificial	balm
Band Aid/ Elastoplast sticky	cleaners
Chapstick lip	film
Cuisinart food	grass
Dormobile camper	models
Filofax personal	organisers
Glad wrap/ Saran Wrap cling	plasters
Hoover vacuum	processors
JC-	vans
Jeep four-	chairs
Jiffy Bag padded	clay
La-Z-Boy reclining	editing software
Learjet private	envelopes
Photoshop photo	lollies
Play-Doh modelling	noodles
Popsicle ice	notes
Post-It sticky	planes
Pot Noodle instant	sticks
Pritt Stick glue	wheel-drive cars
Q-Tip cotton	buds
Rizla cigarette rolling	cars
Scalextric slot	guns
Sello-/ Scotch	hats
Sharpie/ Magic Marker permanent	markers
Skidoo snow	-mobiles
Speedo swimming	papers
Stetson cowboy	tape
Taser stun	trunks
Thermos vacuum	bags
Tippex/ Wite Out/ Liquid Paper correction	boxes
Tupperware plastic	-breaker cagoules
Vaseline petroleum	copiers
Velcro hook	fasteners
Wind	flasks
Winnebago motor	fluid
Xerox photo	homes
Zamboni ice	jelly
Ziploc freezer	resurfacers