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| **Promotional tools** |  |
| brand awareness | Markenbewusstsein, Markenbekanntheit |
| brand loyalty | Markentreue |
| decline stage | Rückgangsphase |
| growth stage | Wachstumsphase |
| introduction stage | Einführungsphase |
| loss leader | Lockangebot, Lockartikel |
| maturity stage | Reifephase |
| medium / media | Medium, Mittel |
| price-conscious | preisbewusst |
| sample | (Waren-)Muster, Beispiel, Probestuck |
| trial | Probe, Prüfung |