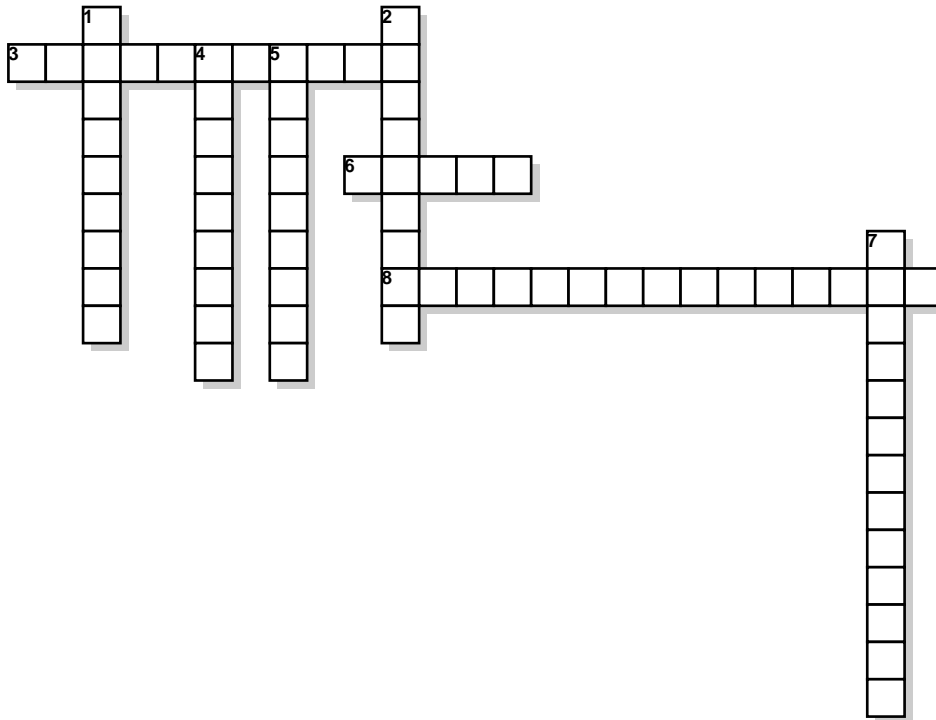


Zurich



Across

- 3 the total mix of benefits represented by a product
- 6 a name or symbol that gives a distinct identity to a company or product
- 8 where the customer is at the heart of everything a business does

Down

- 1 an undifferentiated product, eg coffee
- 2 payment of a fee to cover future loss or damage
- 4 a catchy phrase encapsulating the strengths of a product, company or brand
- 5 registration of text, a symbol or logo which signifies a company or its products
- 7 to distinguish a company or product from competitors

Possible Answers:

BRAND, COMMODITY, CUSTOMER CENTRIC, DIFFERENTIATE, INSURANCE, PROPOSITION, STRAPLINE, TRADEMARK