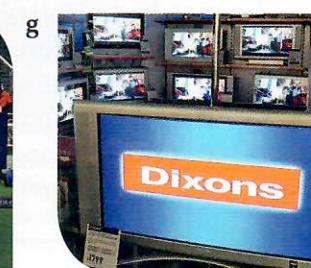
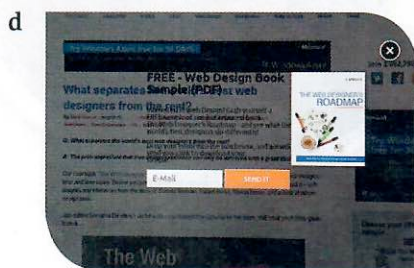
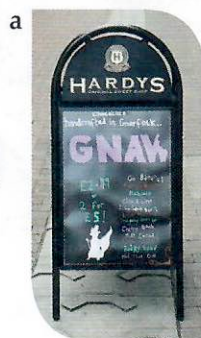




Advertising and marketing

Getting started

- 1 Work in pairs. Choose one of the advertising methods in the photos (a–g) and make a list of its advantages and disadvantages. Try to think of three advantages and three disadvantages.
- 2 With your partner discuss what you think an advertising agency does.



- 3 Read these paragraphs from a book about advertising. Decide which paragraph (1–4) describes each type of advertising (a–g). There are more pictures than you need.

1 This form of advertising can reach a large number of homes. Consumers can take their time reading the message so it can contain details like phone numbers or website addresses. However, adverts here have a short lifespan as most people throw them away after one day.

2 With this marketing technique, you can direct your message to the people who are most likely to buy your product or service. You can focus on a particular area of a city or on previous customers. However, it can be difficult to get your audience's attention as some people throw these away without even looking at them.

3 This medium allows you to reach a large number of people in a short space of time. Perhaps its main advantage is that you can get your message across with both visual images and sound. The problem for many businesses is that it is expensive. You need to have plenty of money to pay for the cost of producing the ad and to pay for a suitable time to show it.

4 This type of advertising certainly reaches its audience because people can't switch it off or throw it away. However, consumers are usually moving at the time, so they only see the ad for about two or three seconds. It is normally used to remind consumers of messages which other media have already communicated to them.

Marketing

Advertising is one part of marketing. The marketing department of a business deals with the way a product is sold generally (for example, where it is available, etc.)

Vocabulary

1 Read the following dictionary definitions (1–7) and then unscramble the letters at the start of each to make six terms connected with marketing. Write the correct word next to each definition.

1 brand **nadbr** name used to identify a particular product or service.

2 **gool** symbol used by a company to advertise its products.

3 **nsogal** a short phrase that is easy to remember and which is used to advertise a product.

4 **pimagnca** advertising of a product or service during a particular period of time.

5 **kamtire rahes** the percentage of sales that a company has for a type of product compared with its competitors.

6 **kamtire raleed** a company which sells more products than its competitors.

7 **ronpsso** a person or business who pays money to support an event in order to advertise their product, or to support an event in this way

2 Look at the chapter titles from a book about marketing. Match each title (1–6) with the correct summary (a–f) on the right.

1 **Channels of distribution** a How to get information about consumer preferences and the demand for new products.

2 **Sales forecasting** b How to make decisions about what to charge for a product or service.

3 **Market research** c Ways in which products and services get to their intended markets.

4 **Product life cycles** d How the sales of a product increase when more people want it and then decrease when other products become more popular.

5 **Pricing** e How to keep the high opinion of the people that the company comes in contact with.

6 **Public relations** f How to estimate the future demand for products.

Speaking

1 ① 15 Listen to someone talking about a famous product. Can you identify it from the description?

2 ① 15 Listen again and complete these extracts from the description. Write one word in each gap.

- 1 It targets young people in particular.
- 2 It's with being young and active.
- 3 The company a lot of sports events.
- 4 I think they always the Olympic Games.
- 5 Its is very famous.
- 6 They've used a lot of different over the years.

3 Work in groups of three or four. Choose another famous product and describe it to your group who must guess what it is. Use the language in Exercise 2 to help you.

Singapore Airlines

Reading

- 1 You are going to read an article about a famous brand in the air travel industry. Skim the first two paragraphs and tick the boxes if the following aspects of the brand (1–4) are mentioned.

- | | | | |
|-----------------|--------------------------|-----------------|--------------------------|
| 1 logo | ☐ | 3 colour scheme | ☐ |
| 2 staff uniform | ☐ | 4 slogan | ☐ |



SINGAPORE AIRLINES

Singapore Airlines is one of the most successful airlines in the world. The main reason for this is its strong brand management. Because the airline has no domestic flights, it had to compete for international routes straight away. This difficult start led to a strong emphasis on branding. In order to stand out from the other major airlines, Singapore Airlines invested heavily in research and development. They aimed to offer the best technology and excellent customer service.

One of the most important aspects of the brand was the cabin crew. When the airline was launched in 1972, it employed the French designer, Pierre Balmain, to design the uniform. He created a special version of the Malaysian sarong. The image of the Singapore Airline flight stewardess in her sarong became one of the best known in the air travel industry. It illustrated the brand values of hospitality and customer care. Singapore Airlines ran a very detailed training programme for the cabin crew to make sure that the brand was always fully delivered. Their slogan 'a great way to fly' also emphasised the high quality of the brand.

- 2 Texts which describe marketing plans or strategies often talk about causes and effects, or results. Identifying the link between causes and effects in a text will help you to understand its general meaning, even if it contains words you don't know.

Read the first paragraph again and identify the causes for the two effects in the table below. Write no more than three words for each cause.

Cause	Effect
1	one of the most successful airlines
2	competed immediately for international airspace

- 3 The ^{first} second part of the paragraph talks about an *action* and the *reason* for it. Write the phrase used to introduce the reason into the text below.

Action: Singapore Airlines invested greatly in research and development

Reason: stand out from the other major airlines

- 4 Match each of the causes (1–4) with the correct effect (a–d).

- | | |
|--|---|
| 1 Many low cost airlines have started up recently. | a Some of them have lowered their prices. |
| 2 Major airlines want to compete with these low-cost carriers. | b They lose their brand identity. |
| 3 Major airlines earn less from airfares than they used to. | c They have to save money by cutting customer services. |
| 4 Customers see them as more like low cost airlines. | d Air travel is more competitive nowadays. |

- 5 Read the following sentences to check your answers and put a word or phrase from the box into each one.

as a result because so This means that

- 1 Because there are many low cost airlines now, air travel is more competitive.
- 2 Some traditional airlines want to compete with low cost carriers and they have reduced their prices.
- 3 Some airlines earn less from passenger fares now. they have to cut customer services.
- 4 They appear more like low cost airlines and,, they lose their brand identity.

➤ page 45 because and so

- 6 Now read the final paragraph. Some words are missing. Decide in which gap(s) you need to put the following types of words. Write the gap numbers (1–7) next to each item (a–d).

- | | |
|--|----------|
| a a possessive adjective (<i>my, his, etc.</i>) | |
| b a relative pronoun (<i>who, which or that</i>) | 1, |
| c a preposition (<i>at, on, etc.</i>) | |
| d an article (<i>a, an or the</i>) | |

Singapore Airlines has tried to avoid this problem. In 2003, together with two other investors, it founded a new carrier, Tiger Airways, 1 which is used for shorter, local flights. This competes 2 other low-cost airlines in South East Asia. Then in 2011, the company announced plans to launch 3 second low-cost airline, New Aviation. Hopefully, this will address 4 growing demand for budget travel, while the core brand, Singapore Airlines, keeps its brand identity. There will always be customers 5 are willing to spend money 6 a quality product and Singapore Airlines plans to keep 7 promise to deliver high quality customer service.

- 7 Choose the correct word from the box below to put in each gap. There are more words than you need.

at for her his its on to a the an who
which with your

A promotional letter

Writing

- 1 Work in pairs. Imagine you work for a company which is planning to launch a new product. If you are working, this can be your own company; if not, you can invent one.

Decide together:

- what the new product is
- who your target customers are
- when it will be available
- where it will be available (online, your shop, retailers ...?)
- something extra you can do to attract customers (e.g. discounted price for a short period, free samples, a competition ...?)

- 2 You need to tell your customers that the product is new. Advertisements often put other adjectives in front of *new* to make the product sound attractive. Which of the words in the box often go in front of *new*?

brand bright brilliant exciting fabulous great pretty

Apart from *new*, think of two other adjectives you want customers to associate with your product.

- 3 Work together to write a letter to your customers about the new product, which will appear on the company website. Begin:

To our customers,
We're writing to give you some news ...

Write 60–80 words.

- 4 Swap letters with another pair. Does their letter make you want to buy the product? Why?/Why not?
- 5 Think of one improvement you could make to the letter you have just read. Then tell the other pair your ideas. Listen to their ideas and make any changes you want to your letter.

Grammar workshop 2

Units 5–8

Passive forms

- 1 Change the following sentences to the passive.
Do not use *by*.

- We train our staff to deal with difficult customers.
Our staff are trained to deal with difficult customers.
- We keep the invoices in the filing cabinet.
The invoices
- They sell most of their products over the Internet.
Most of their products
- The company teach their staff basic accounting skills.
Their staff
- We don't allow staff to smoke in here.
Staff

- Modal verbs like *must* can be followed by a passive infinitive.
The budget manager must sign the purchase order.
The purchase order must be signed by the budget manager.

- 2 Change the following sentences to the passive.
This time, use *by*.

- Two members of staff should check the figures.
The figures should be checked by two members of staff.
- An American company may acquire Simsons.
Simsons
- The secretary can't authorise the purchase.
The purchase
- Your friend should not write your CV.
Your CV
- Your company must meet these expenses.
These expenses

- 3  Business English students sometimes confuse the active and passive forms of the verb. Choose the correct form, either active or passive, in the following sentences.

- He accepts / *is accepted* the invitation to attend the conference.
- Most of our coffee *imports* / *is imported* from Brazil.
- We *agree* / *are agreed* with your suggestion.
- We *apologise* / *are apologised* for the mistake.
- The conference will *hold* / *be held* on 17 March.
- My talk will *concentrate* / *be concentrated* on our company structure.
- The travel expenses must *reduce* / *be reduced* next year.
- The meeting *schedules* / *is scheduled* for next week.
- The report *explains* / *is explained* why we chose those advertising methods.

- In passive sentences, one word adverbs of frequency go after the verb *to be*.
The work surface is always cleaned at the end of the day.
- If there is a modal verb, they go after the modal.
Cars should never be left in front of the exit.

- 4 Write the following sentences with the words in the correct order.

- rail goods usually transported by the are
The goods are usually transported by rail.
- courier sent never are by payments
- are the boardroom held meeting always in
- in never the left be should deliveries corridor
- signed claim forms must manager be by the always
- are orders discounts offered usually large on

Modal verbs

- 1 Read the signs and choose the best modal verb to complete each sentence.

- 1 **FIRE DOOR. KEEP CLOSED.**

You mustn't / *can* / *don't have to* leave this door open.

2 REFRESHMENTS PROVIDED.

You *have to* / *don't have to* / *mustn't* bring food.

3 HAND WASH STATION ONLY

You *can* / *don't have to* / *shouldn't* wash your coffee cup here.

4 SCRAP PAPER. HELP YOURSELVES

You *can* / *must* / *mustn't* take some of this paper.

5 Stop before you leave the building!
HAVE YOU SWITCHED OFF THE LIGHTS?

You *must* / *mustn't* / *don't have to* forget to turn off the lights.

6 BAGS CAN BE LEFT AT RECEPTION.

You *don't have to* / *can't* / *mustn't* keep your bag with you.

7 PARKING AREA: CYCLES AND MOTORCYCLES ONLY

You *can* / *can't* / *don't have to* park your car here.

8 A tidy desk means a tidy mind.

You *should* / *can't* / *don't have to* keep your desk tidy.

2 Business English students sometimes make mistakes with verb forms in sentences with modal verbs. Correct the mistakes in the following sentences. ONE sentence is correct.

- 1 We can ~~doing~~ the report later this week. *do*
- 2 I think we should to have at least a 10 per cent discount.
- 3 The successful candidate must has good computer skills.
- 4 Everyone at the conference will must wear a name badge.
- 5 All staff have to have a parking permit.
- 6 I am afraid the company cannot sent payment until next week.

- In language like contracts or formal instructions we often avoid modal verbs. We can express the same ideas using passive verbs.
Staff are required to give three months' notice
(= *Staff have to give three months' notice*).
Guests are advised to avoid this area of the city
(= *Guests should avoid this area of the city*).

3 In each of the following sentences, complete the second sentence with a modal verb so it has the same meaning as the first. Sometimes more than one answer is possible.

- 1 Employees are required to obtain a sicknote from their doctor.
Employees *must/have to* obtain a sicknote from their doctor.
- 2 Mobile phones are not permitted in the room.
You take mobile phones into the room.
- 3 You are advised to discuss holiday plans with your manager.
You discuss holiday plans with your manager.
- 4 Photos are not required for the application form.
You include a photo on the application form.
- 5 Smoking is only permitted in the designated areas.
You only smoke in the designated areas.
- 6 Employees are not allowed to take part in the competition.
Employees take part in the competition.

because and so

- We can use both *because* and *so* to join a cause and an effect in the same sentence.
The product didn't sell well (effect) because the price was too high (cause).
The price was too high (cause) so the product didn't sell well (effect).
- Sometimes we put **because** at the beginning of the sentence. In this case, we need a comma in the middle.
Because the price was too high, the product didn't sell well.

Business English students sometimes wrongly use *because* and *so* in sentences. Make the following pairs of sentences into one by adding *because* or *so* at the sign ^. Change the punctuation as necessary.

- 1 Please call me today. ^ I need to discuss this with you.
Please call me today because I need to discuss this with you.
- 2 I was off sick. ^ I couldn't send you the information last week.
- 3 The sales manager is coming. ^ He wants to check the figures.
- 4 ^ The service was so unsatisfactory. We do not intend to use your company again.
- 5 Interviews are taking place in our usual room. ^ We will have to meet in room 10.