

# 3 Products and packaging

- wrap rage
- package design

## Internet research

Search for the keywords *universal design packaging* to find out about Universal Design and its impact on packaging.

### 3.1 About business Packaging



#### Glossary PAGE 153

focus groups  
frustration  
interface with  
provocation  
rage  
resistant  
trigger  
wrap

#### Discussion

1 With a partner, think of three examples of products which are packaged well or badly, and say why. Think about protection, identification, transport, storage, display and security.

#### Listening for gist

2 1:28 Listen to an interview with Charlie Wang, President of New China Packaging, a design consultancy based in Taipei, and answer the questions.

- Why does he think packaging is so important?
- What is special about New China Packaging's approach?

#### Listening for detail

3 1:28 Listen again and mark these statements *T* (true) or *F* (false).

- Branding is not enough to differentiate almost identical products. ☐
- Business guru Jack Trout thinks that companies overcommunicate their difference. ☐
- Most customers decide which product to buy before going to the store. ☐
- In the past, design teams were not told about financial and manufacturing problems so as not to limit their creativity. ☐
- Creative ideas are often simplified and adapted because focus groups don't like them. ☐
- The task force can't leave their hotel until every member of the team is enthusiastic about the new concept. ☐
- Consumers are not always conscious of what they need. ☐
- New China Packaging's task forces need months or years to deliver a consumer-validated package. ☐

#### Discussion

4 What do you think the advantages and disadvantages of using a cross-functional task force might be for the following situations?

- Interviewing new job candidates
- Briefing software consultants who are designing new systems for the company
- Setting up special deals with important customers
- Creating new in-company training programmes

#### Scan reading

5 Read the article and answer the questions.

- What is wrap rage?
- Who suffers from it?
- What triggers it?
- What are the underlying causes?

#### Paraphrasing

6 Reformulate these phrases from the article in your own words.

- to reduce theft from shops* (line 10)
- the most common triggers of wrap rage* (line 22)
- even fighting to remove price tags ... can raise blood pressure* (line 26)
- pure provocation to the ecologically-minded* (line 28)
- there's light at the end of the tunnel* (line 29)
- The bottom line is that if they don't react, they risk losing sales ...* (line 32)

#### Discussion

7 You have invented a new children's toy – MP-Bunny, an electronic rabbit which dances, talks and plays children's favourite songs. In small groups, discuss how you will package it. Think about the questions below.

- What different materials could you use? What are their advantages and disadvantages?
- What design elements will you incorporate? Think about shape, colour, photos, logos and text.
- How will your packaging make your product look different from other electronic toys?

Present your packaging solution to another group.



## WRAP RAGE



SURVEYS show that intense frustration and even injury caused by modern packaging is on the increase, especially amongst seniors. Seventy per cent of over 50s admit to injuring fingers, hands and shoulders as a result of 'wrap rage', a new term used to describe the irritation and loss of self-control experienced when struggling to open wrapping.

In recent years manufacturers have been under increasing pressure to keep food items sterile, to provide child-proof packaging for dangerous or toxic household cleaning products, to protect products during transport and to reduce theft from shops. At the same time, they are forced to keep costs to a minimum. As a result, packaging has become ever more resistant

**'... consumers use all kinds of tools and knives ...'**

to fingers, nails and even teeth. In their frustration with plastic packs, which defeat all attempts to open them, even with scissors, consumers use all kinds of tools and knives. At best, the product inside the packaging is at risk; at worst, it is hardly surprising that 60,000 people a year are injured in Great Britain alone.

Some of the most common triggers of wrap rage are processed cheese packages, tightly wrapped CDs, child-proof tops on medicine bottles, and milk and juice cartons. Ring-pull cans are particularly problematic for older fingers and delicate skin. Even fighting to remove price tags from items bought as gifts can raise blood pressure, and unnecessary overpackaging is pure provocation to the ecologically-minded.

However it seems there's light at the end of the tunnel. Manufacturers are listening to customers' complaints, and some have begun to research and invest in more consumer-friendly packaging. The bottom line is that if they don't react, they risk losing sales if customers simply stop buying products with packaging that offers too much resistance.

# 3 Products and packaging

- ▶ measurements
- ▶ product description
- ▶ expressions for product presentations

## 3.2 Vocabulary Specifications and features



### Discussion

1 Put these stages of product development into the most likely chronological order.

- ☐ Beta test the product by users in typical situations.
- ☐ Conduct market studies to test the concept.
- ☐ Launch the product.
- ☐ Draw sketches and build mockups.
- ☐ Go into production.
- ☐ Draw up specifications for the product.
- ☐ Generate new ideas in focus groups and brainstorming meetings.
- ☐ Screen out unfeasible or unprofitable ideas.

### Reading for detail

2 Read the information on the FedEx® Box and FedEx® Tube and complete the product specification summaries below.

|   |   |
|---|---|
|    | <b>Inside dimensions</b><br>for <input type="text" value="Large FedEx Box"/> are<br>width x length x height<br><input type="text" value="31.4"/> x <input type="text" value="45.4"/> x <input type="text" value="7.6"/><br>For shipments weighing maximum <input type="text" value="9"/> kg |
|  | <b>Inside dimensions</b><br>for <input type="text" value="FedEx Tube"/> are<br><input type="text" value="96.5"/> x <input type="text" value="15.2"/> x <input type="text" value="15.2"/><br>long wide high<br>Maximum weight allowed <input type="text" value="9"/> kg                      |

- The large FedEx Box is 31.4 cm \_\_\_\_\_ and 45.4 cm \_\_\_\_\_. It is 7.6 cm \_\_\_\_\_. When empty, the box \_\_\_\_\_ 400 g; it can be used to ship small parts or computer printouts up to 9 kg in \_\_\_\_\_.
- The FedEx Tube is 96.5 cm in \_\_\_\_\_ and 15.2 cm in \_\_\_\_\_ and \_\_\_\_\_. With a \_\_\_\_\_ of 450 g when empty, it can be used to ship plans, posters, blueprints, etc. \_\_\_\_\_ up to 9 kg.

### Describing products

3 Describe the dimensions of objects in your pockets or your bag. Your partner should try to guess what they are.

### Collocations



4 Match the nouns in the box with the compound adjectives they most often collocate with.

|                 |         |                    |           |          |         |            |
|-----------------|---------|--------------------|-----------|----------|---------|------------|
| design          | devices | materials          | packaging | personal | stereos | technology |
| energy-saving   | devices | child-resistant    |           |          |         |            |
| labour-saving   |         | tamper-resistant   |           |          |         |            |
| fire-retardant  |         | future-proof       |           |          |         |            |
| water-resistant |         | fool-proof         |           |          |         |            |
| waterproof      |         | eye-catching       |           |          |         |            |
| shockproof      |         | attention-grabbing |           |          |         |            |

### Internet research


What are the best ways of recording and learning vocabulary? Search for the keywords *recording vocabulary* and make a list of possible techniques. Rank the techniques on your list from the most to the least useful for you personally.

### Listening for gist

- 5  1:29–1:34 Listen to six conversations. Use collocations from Exercise 4 to describe what is being discussed.
- 6  1:35 Listen to a presentation of the ChartTech i3. What are its three main features?



### Listening for detail

7  1:35 Listen again and complete these expressions for structuring a product presentation using the correct preposition from the box.

about back by on to up with

- 1 I'm here today to tell you \_\_\_\_\_ (the ChartTech i3 ...).
- 2 Let's start \_\_\_\_\_ (Touch Screen Command).
- 3 Moving \_\_\_\_\_ to (what's below the water ...).
- 4 Can I just turn \_\_\_\_\_ (communications)?
- 5 I'll just sum \_\_\_\_\_ (the ChartTech i3's three main features ...).
- 6 Let's just go \_\_\_\_\_ to (our midnight fishing trip).
- 7 I'd like to finish \_\_\_\_\_ (inviting you to ...).

8 Match the expressions in Exercise 7 with their function in the presentation a–d.

- a) Beginning the presentation ☐
- b) Moving to a new point ☐
- c) Returning to a point made earlier ☐
- d) Ending the presentation ☐

### Presentation

9 Work in small groups. Use the vocabulary and expressions in the previous exercises to present the specifications and features of an electronic device of your choice.

### Glossary PAGE 153

attention-grabbing  
bird's-eye view  
blueprint  
chart  
fool-proof  
mockup  
overlay  
retardant  
tamper with



# 3 Products and packaging

- ▶ relative clauses
- ▶ *a/an, the* and no article
- ▶ noun combinations

## Refresh your memory

**Relative clauses**  
*who*: people  
*which*: things  
*that*: people or things, but not after a comma

▶ Grammar and practice page 126

**Articles**  
*a/an*: non-specific or not previously mentioned  
*the*: specific, unique or previously mentioned  
no article: generalizations

▶ Grammar and practice page 126

**Noun combinations**  
The main noun comes at the end. Any others describe it.

▶ Grammar and practice page 127

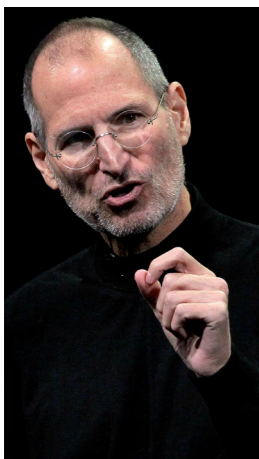
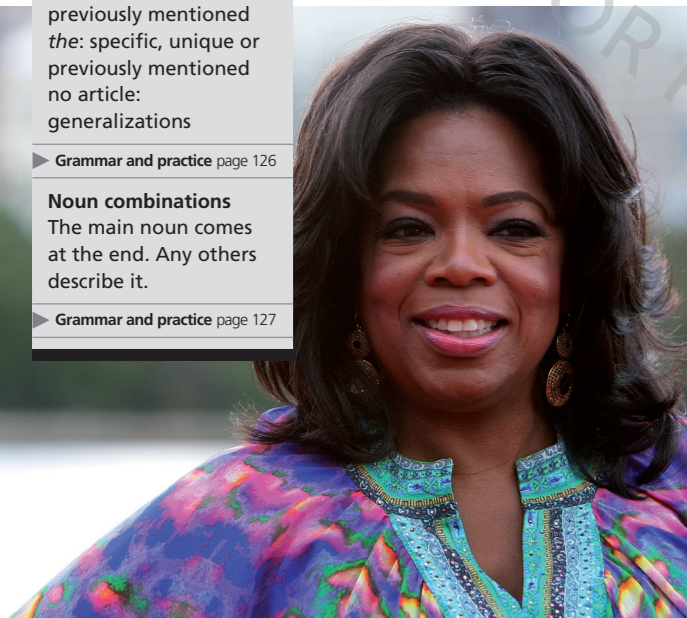
## 3.3 Grammar Relative clauses, articles and noun combinations

### Defining relative clauses

**1** In small groups, answer these business trivia questions.

- 1 What was the communications device that was invented by John Logie Baird?
- 2 Who was the woman who is famous for her research on radioactivity?
- 3 What was the business process that was introduced by Henry Ford?
- 4 Who was the man who invented radio?
- 5 What was the business model first developed by Martha Matilda Harper in 1891?
- 6 What was the revolutionary pointing device which was invented by Douglas Engelbart in 1963?

**2** In your groups, write your own business and technology trivia quiz using the formulae 'Who was the man/woman ...' or 'What was the product/device/process/model ...'. Use the Internet if you have a connection. Then challenge another group.



### Non-defining relative clauses

**3** With a partner, take turns making sentences and adding relative clauses about famous people, products and organizations. How much information can you add?

A: Steve Jobs was the co-founder of Apple®.

B: Steve Jobs, who was from California, was the co-founder of Apple.

A: Steve Jobs, who was from California, was the co-founder of Apple, which is famous for high-end electronic products like the iPhone.

B: Steve Jobs, who was from California, and whose parents adopted him at birth, was the co-founder of Apple, which is famous for high-end electronic products like the iPhone.

- 1 Steve Jobs, Apple (iPhone)
- 2 Oprah Winfrey, The Oprah Winfrey Show (Harpo Studios®)
- 3 Walt Disney, Walt Disney Co. (Mickey Mouse)
- 4 Mark Zuckerberg, Facebook (Facebook)
- 5 Ben Cohen and Jerry Greenfield, Ben & Jerry's (Yes Pecan)
- 6 Jeff Bezos, Amazon (Kindle)
- 7 Sergey Brin and Larry Page, Google (Google Earth)
- 8 Richard Branson, Virgin (Virgin Galactic)
- 9 Muhammed Yunus, Grameen Bank (micro-credit)
- 10 Victoria Beckham, Beckham Brand ('Intimately Beckham' perfumes)

### Discussion

**4** Which of the people in Exercise 3 have had the biggest influence on the business world? Choose your top three.

### Articles

**5** Complete texts about important products and inventions with *a/an, the* or – (no article).

#### Some popular products take a long time to get to the marketplace.

- In 1485, Leonardo da Vinci made detailed drawings of \_\_\_ parachutes. He also made sketches of \_\_\_ helicopter and \_\_\_ tank. \_\_\_ first helicopter that could carry \_\_\_ person was flown by Paul Cornu at \_\_\_ beginning of \_\_\_ twentieth century. During \_\_\_ First World War, \_\_\_ tanks were first used in \_\_\_ France in 1917.
- \_\_\_ Bar codes were invented by Silver and Woodland in 1948. They used \_\_\_ light to read \_\_\_ set of concentric circles, but it was two decades before \_\_\_ arrival of \_\_\_ computers and \_\_\_ lasers made \_\_\_ system practical.
- \_\_\_ first computer was built in 1943, more than 100 years after Charles Babbage had designed \_\_\_ first programmable device. In 1998, \_\_\_ Science Museum in London built \_\_\_ working copy of \_\_\_ Babbage machine using his original plans and \_\_\_ materials that would have been available at the time. It worked just as Babbage had intended.

### Expanding notes

**6** 1:36 When writing notes in English, pronouns, articles and common verbs like *be* and *have* are often omitted. Listen to a product review and write the words you hear which the customer omitted in the notes below.

Easily best phone so far. Perfect phone for basic user. Already bumped and dropped few times but still going strong. Battery life incredible. Overall real workhorse. No frills, but does what cellphone needs to do. Rating 5/5.

**7** 1:37–1:38 With a partner, expand these notes written by customers into full product reviews. Then listen and compare your versions with the recordings.

**1** Hate the phone. Too small – can't open flip cover with one hand. No screen on outside to see caller identity. Reception – horrible. Drops calls probably 30% of time. Very long key delay, incredibly annoying. Anxiously awaiting day can upgrade and get rid of monstrosity. Rating 0/5.

**2** Had phone about three weeks like size and design. Features good too. Easy enough to use, and survived couple of drops. However, alarm clock won't work anymore. Not too sure about internal antenna. Hate having full signal when making call, only to have dramatic drop when put phone to head. Everybody says telecom company's fault, not phone, or maybe just got bad one. We'll see. Going to try 9200 next. Rating 3/5.

### Internet research

Open an online dictionary by searching for the keywords *online dictionary*. Search for the noun *information*. Is information countable or uncountable? What is its informal form? Which prepositions is it used with? What typical collocations and constructions is it used in? Browse several online dictionaries and find out what other features they offer. Vote to find out which online dictionary the class prefers.

### Glossary PAGE 154

bump  
drop calls  
empowerment  
flip cover  
get rid of  
no frills  
rating  
workhorse

### Defining words

**8** Complete the definitions by matching the noun combinations 1–4 with the appropriate relative clauses a–d.

- 1 Decision-making tools are tools
  - 2 Feature-packed spreadsheets are spreadsheets
  - 3 An industry-standard battery package is a pack of batteries
  - 4 Market studies are investigations
- a) that have many different functions.
  - b) that companies conduct to identify customer needs.
  - c) that you evaluate choices and options with.
  - d) whose specifications comply with industry norms.

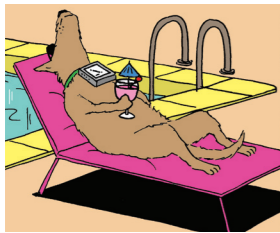
### Definitions game

**9** In small groups, divide into As and Bs.

As: turn to page 115. Bs: turn to page 121.

# 3 Products and packaging

- ▶ structuring a presentation
- ▶ hooks and objectives
- ▶ presenting a product



## 3.4 Speaking Presentations – structure

### Brainstorming

1 What are the qualities of a good lesson, lecture or presentation? With a partner, draw up a checklist.

### Listening for gist

2 1:39 Listen to Version 1 of a presentation of the Pingman, a new personal GPS tracking device which can be used to locate children, elderly people, animals or mobile staff. Compare the presentation with your checklist.

3 With a partner, discuss how the presentation could be improved.

### Listening for detail

4 1:40 Listen to Version 2 of the presentation and answer the questions.

- 1 How does the presenter get the audience's attention and interest?
- 2 What is the objective of the presentation?
- 3 How long will the presentation last, and what is the next step?
- 4 What does the presenter say about questions?
- 5 What subjects will be covered in the three sections of the presentation?
- 6 Which part of the presentation do we not hear?
- 7 What does the presenter do at the beginning of the conclusion?
- 8 What does the presenter ask the audience to do?
- 9 How do the audience know when to applaud?
- 10 What aspects of presentation technique have improved in Version 2?

5 1:40 With a partner, find suitable words to complete the useful expressions in the checklist. Then listen again to Version 2 and check your answers.

### Useful expressions: Structuring a presentation

| Hook   | Objective  |
|--|--|
| _____ you like to know ...?                    | I'm here this morning to _____ the Pingman, ...            |
| What would you do if ...?                      | My objective today is ...                                  |
| _____ would it be worth to ...?                | The goal of this meeting is ...                            |
| Somebody once said ...                         |  |
| Agenda   | Summary  |
| Feel _____ to interrupt me.                    | I'd like to _____ up the presentation and move on to ...   |
| I've divided my presentation into three _____. | _____, I explained why ...                                 |
| _____ of all, I'm going to ...                 | _____, I presented the different specifications ...        |
| _____ that, I'll be talking about ...          | Last, but not _____, I have given you ...                  |
| _____, I'd like to present ...                 |  |
| I'll take any questions at the end.            |  |
| Call for action                                | Close  |
| These are the _____ why I am asking you to ... | Thank you very much for your _____.                        |
|  | Thank you for listening.                                   |
|  | If you have any questions, I'll do my best to answer them. |

### Internet research

Search for the keywords *presentation tips* to find answers to the questions below.

- 1 How long should a good presentation be?
- 2 What should you research before a presentation?
- 3 What are the most important parts of a presentation?
- 4 What are the best ways to practise a presentation?
- 5 Which colours and fonts should you use in your slides?
- 6 How should you deal with hostile questions?
- 7 What's the latest presentation technology available?

### eWorkbook

Now watch the video for this unit.

### Glossary

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hook  
lecture  
overwhelmingly  
ping  
tracking  
wrap up

### Pronunciation

6 1:41 Decide where the speaker should pause in this extract from the presentation. Before each pause, mark whether the speaker's voice should go up ↗ or down ↘, as in the examples. Then listen and compare your answers.

I've divided my presentation into three sections. ↘ First of all, ↗ I'm going to remind you of the background to this project and the current offer on the market. After that, I'll be talking about - the prototype, and the data we've collected from tests, focus groups and market studies. Finally, I'd like to present a business plan; this will demonstrate why we expect a return on investment that is without precedent for our company. Is everybody happy with that agenda?

7 Underline the key syllables and key words which should be stressed, and draw a line between words which should be linked ( \_ ), as in the example below.

*I've divided my presentation into three sections. First of all, ...*

8 1:41 Listen again and compare your answers. Then practise reading the extract with correct intonation, stress and linking.

### Presentation

9 In small groups, prepare the introduction and conclusion of a presentation of one of these new products to a group of department store buyers.

- a flexible tablet PC that can be rolled up to fit in a pocket
- furniture which changes colour and temperature depending on the light and room temperature
- a T-shirt which displays a text message that can be modified from a mobile phone
- your own product idea

Think about the following questions.

**Hook:** What is the most surprising, exciting or unusual aspect of your product?

**Objective:** Why are you making the presentation and what do you hope to obtain?

**Agenda:** How will you organize your presentation and what will happen after the talk?

**Summary:** What are the highlights of your talk?

**Call for action:** What do you want your audience to do now?

**Close:** How can you avoid an embarrassing silence at the end of your presentation?

10 In your group, present your introduction and conclusion and answer any questions. (Assume the body of the talk has been presented.) The rest of the class are the buyers. As a class, vote for the best product presentation.



# 3 Products and packaging

- ▶ structure analysis
- ▶ features and benefits
- ▶ writing a product description



## 3.5 Writing A product description

### Discussion

1 Read the items in the box and identify the four features of this car and the four corresponding benefits to consumers. Then discuss the questions below.

ABS   air-conditioned comfort   alloy wheels   automatic climate control  
head-turning good looks   power on demand   safe braking and cornering  
3.0l V6 engine

- 1 What do you look for in a car – features or benefits? Why?
- 2 When you buy a computer, a mobile phone, or software, are you more interested in its features or benefits? What about other products?

### Model

2 Read the product description and list the main benefits of using OpenOffice.

## OpenOffice.org.3

### Great software ... Easy to use ... and it's free!

**A** OpenOffice.org 3 is the leading open-source office software suite. It is available in many languages and works on all common computers. It stores all your data in an international open standard format and can also read and write files from other common office software packages. It can be downloaded and used completely free of charge for any purpose.

#### A new approach to office productivity software

**B** OpenOffice.org 3 gives you everything you'd expect in office software. You can create dynamic documents, analyze data, design eye-catching presentations, produce dramatic illustrations and open up your databases. You can publish your work in Portable Document Format (PDF) and release your graphics in Flash (SWF) format – without needing any additional software.

**C** If you're used to using other office suites – such as Microsoft Office® – you'll be completely at home with OpenOffice.org 3. However, as you become used to OpenOffice.org 3, you'll start to appreciate the extras that make your life easier. You can of course continue to use your old Microsoft Office files without any problems – and if you need to exchange files with people still using Microsoft Office, that's no problem either.

#### What's in the suite?

**D** **WRITER** – a powerful tool for creating professional documents. You can easily integrate images and charts in documents, create everything from business letters to complete books and web content. **CALC** – a feature-packed spreadsheet. Use advanced spreadsheet functions and decision-making tools to perform sophisticated data analysis. Use built-in charting tools to generate impressive 2D and 3D charts. **IMPRESS** – the fastest way to create effective multimedia presentations. Your presentations will truly stand out with special effects, animation and high-impact drawing tools. **DRAW** – produce everything from simple diagrams to dynamic 3D illustrations and special effects. Find out more – try it today! Get OpenOffice.org 3 now! Go to [www.openoffice.org](http://www.openoffice.org) for an introduction in Flash format.

### Analysis

3 Number the five sections in the box in the order they appear in the OpenOffice.org text above.

background   compatibility   details of features and benefits  
invitation   overview of benefits

### Internet research

Search for the keywords *open source software* to learn about free software, including games. Choose one product, and write a short description; try to 'sell' your software to your classmates.

### Language focus

4 R&D departments often focus on describing features, while marketing departments prefer to describe benefits to consumers. Read the eight features described by R&D and underline their corresponding benefits in the text in Exercise 2.

- 1 Open source code application available to download (Paragraph A)  
*It can be downloaded and used completely free of charge for any purpose.*
- 2 Fully integrated suite of office applications (Paragraph B)
- 3 Supports PDF and SWF publishing without plug-ins (Paragraph B)
- 4 Intuitive user interface (Paragraph C)
- 5 Fully compatible with other document formats (Paragraph C)
- 6 Image integration capability (Paragraph D)
- 7 Built-in 2D and 3D charting tools (Paragraph D)
- 8 Diagram and special effects functions (Paragraph D)

5 Reformulate the product features of the Creole Audio Manager, pictured on the right, in terms of benefits.

- 1 Fully integrated multi-format audio and video player  
*Creole gives you everything you'd expect from an audio player; watch and play video and music in all popular formats.*
- 2 Downloadable shareware
- 3 Full PC and Mac compatibility
- 4 Music search, download and organizer features
- 5 Online radio and TV capability
- 6 Built-in CD burning tool
- 7 Intuitive user interface and foolproof operation
- 8 Karaoke function



### Writing

6 Write a product description of the Torrent tablet PC using the notes below. (Alternatively, use a product of your choice.) Focus on the benefits to consumers, adding any details you feel are appropriate.



|                                  |   |
|----------------------------------|---|
| Background                       | New Torrent now available - all features of Apple® iPad at a fraction of the price. Smaller, lighter, stronger.   |
| Overview of benefits             | Only 1cm thick, ultra-light, unlimited free cloud storage, access to movies, TV, albums, books, magazines, newspapers, 50,000+ apps.  |
| Details of features and benefits | Attention-grabbing design<br>Shock proof, water-resistant aluminium case and Gorilla Glass screen<br>Intuitive touch-screen interface<br>18cm x 12cm x 1cm, 345g<br>64 gigabytes storage<br>15 hour autonomy<br>WiFi and 3G<br>GPS<br>Screen resolution 1024x768<br>Front and rear camera, headphone jack, USB port.<br>Android OS and browser<br>Office software<br>Battery life 12hrs<br>2-year guarantee |
| Invitation                       | 2-week no quibble money-back guarantee  |

# 3 Products and packaging

- ▶ product differentiation
- ▶ formulating a development strategy
- ▶ presenting recommendations

## 3.6 Case study Big Jack's Pizza

### Discussion

1 In one minute, list as many fast-food businesses as you can. How does each of them try to differentiate itself from its competitors?

### Scan reading

2 Read the documents and answer the questions.

- 1 What sort of company is Big Jack's Pizza?
- 2 Who is Jack Jr?
- 3 What is Big Jack's USP (unique selling point)?
- 4 What proportion of Big Jack's customers eat in the restaurants?
- 5 What is the company's development strategy?
- 6 What is the biggest threat to the company?
- 7 What do customers like and dislike about Big Jack's?
- 8 What four changes is Jack Jr suggesting?



**Big Jack's Pizza**

**Big pizzas, big value!**

23 stores in Hong Kong, Kowloon and New Territories  
dine-in, parties, takeout or 24/7 home delivery

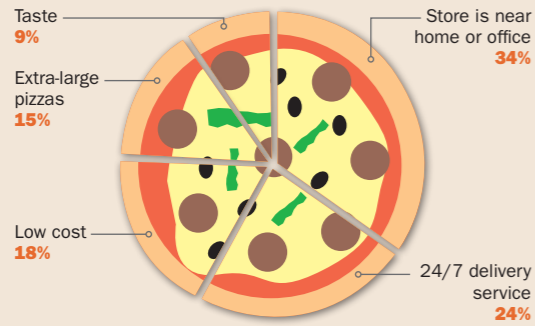
Call us now on 2893 6161  
Become a Big Jack's franchisee - call 2893 5468



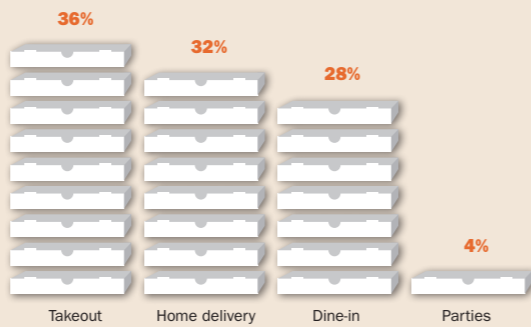
INBOX | REPLY | FORWARD

Re: Marketing meeting tomorrow  
Billie, Mick,  
I've attached the latest figures and customer-feedback summary, which seem to confirm what we discussed last time. Restaurant sales are holding up but, as expected, our takeout and delivery revenues are down again this month.  
If we want to defend our market share against Pizza Hut and the other international majors, and attract new franchisees, we desperately need to relaunch our product.  
So, here's the agenda for the meeting:  
1 a new, more exciting range of pizzas 3 a new or updated logo and color scheme  
2 new promotional ideas 4 a new box for takeout and delivery  
Looking forward to hearing your ideas on all these points tomorrow.  
Jack Jr  
President & CEO

### Why did you buy a Big Jack's pizza?



### Big Jack's Pizza Revenues



### Internet research

Search for the keywords *pizza box advertising* to find out how companies are using a new way to get their messages into the home.

### Glossary

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BOGOF  
chequered  
dine-in  
franchisee  
fusion cuisine  
gourmet  
slide  
strengthen  
threat  
USP

### Listening for gist

3 1:42 Listen to an extract from the marketing meeting at Big Jack's. What two decisions are made?

### Listening for inference

4 1:42 Listen again and list the ten suggestions made by Billie and Mick. Which ones does Jack like?

5 Match the diplomatic phrases on the left with their real, more direct, meanings on the right.

- |   |   |
|---|---|
| 1 Of course, but we can come back to that later?                              | a) It's not a wonderful idea, but it's a possibility.                   |
| 2 Can we move on to point two?  | b) It's not a priority right now.                                       |
| 3 Well, Billie, it's been done before, but I guess we could do that. Why not? | c) It's a bad idea.   |
| 4 I'm sorry?  | d) I don't want to waste more time on this.                             |
| 5 I'm not sure that's a direction we really want to go in.                    | e) I know we disagree about this.                                       |
| 6 That's more the kind of thing I had in mind.                                | f) Big Jack's is old-fashioned.   |
| 7 I think you feel strongly about this?                                       | g) What are you talking about?  |
| 8 Things have changed since Big Jack's time.                                  | h) It's not exactly what I wanted, but better than your previous ideas. |
| 9 This is all very interesting, but ...                                       | i) I've decided, whether you like it or not.                            |
| 10 I trust you'll agree.  | j) This isn't relevant.   |

### Brainstorming and presentation

6 Work in small groups as consultants to Big Jack's Pizza and do the following tasks.

- 1 Read the brief below from Big Jack's Pizza.
- 2 Brainstorm and select the best ideas.
- 3 Prepare a presentation to the company's management.
- 4 Present your recommendations and take questions from the class.

Big Jack's Pizza wishes to strengthen its brand and improve its packaging. Please provide advice on the following points:

- a new range of fusion cuisine pizzas: exciting names needed for at least five pizzas
- new promotional ideas
- a new or updated logo, color scheme and slogan
- a new box or box design for takeout and delivery.

Estimated impact of implementing changes on packaging and advertising costs:

- change logo + 2%
- three-color printing + 1%
- four-color printing + 2%
- non-standard box shape + 2%
- non-standard box materials + 2%.

NB Big Jack's will not accept an increase of more than 5%.