

## Reminder

Grammar reference page 165

We use the present perfect when past actions are important in the present.

*We've changed the design of this product. (It's different now.)*

We often use the present perfect to give news.

*We've decided to hire an advertising agency. We haven't chosen which one yet.*

### Word focus: Collocations with *idea*

1 Use the words and phrases in the box to make expressions with similar meanings.

think about brilliant come up with original  
ridiculous dismiss

#### Collocations with *idea*

verbs		adjectives	
think of 1 _____	an idea	a great a 4 _____	idea
consider 2 _____	an idea	a new an 5 _____	idea
reject 3 _____	an idea	a crazy a 6 _____	idea

2 Complete these sentences with verbs and adjectives from exercise 1. Write the correct form of the verbs.

- 1 What a/an \_\_\_\_\_ idea. Now why didn't I \_\_\_\_\_ that?
- 2 I know this sounds like a/an \_\_\_\_\_ idea but I don't think we should \_\_\_\_\_ it completely.
- 3 That's a/an \_\_\_\_\_ idea. I don't think anyone has \_\_\_\_\_ that one before.
- 4 I'll \_\_\_\_\_ your idea but I'm not sure it will work.

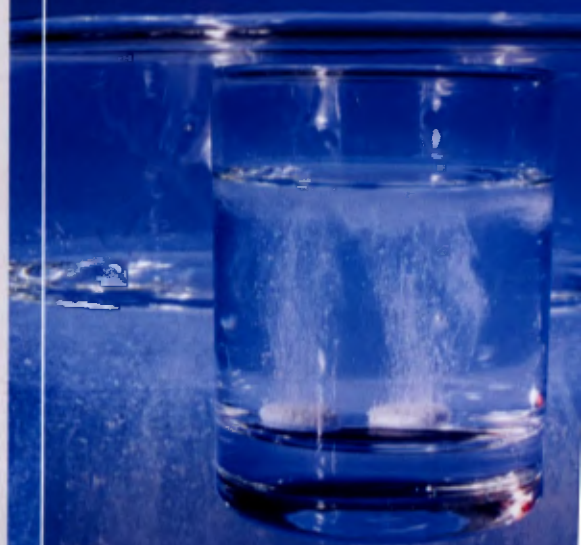
### Reading: Marketing methods

3 Look at the picture. What is the product and what is it for? Then read the article and find out if you are right.

4 Choose the best answers.

- 1 When you put Alka-Seltzer into water it ...
  - a floats.
  - b dissolves – mixes with the water and becomes part of it.
- 2 The advertising agency suggested the makers told customers ...
  - a to buy more Alka-Seltzer.
  - b to use more Alka-Seltzer.
- 3 Sales increased because they persuaded ...
  - a new customers to buy the product.
  - b their existing customers to use more.

# Plop plop fizz fizz



Alka-Seltzer is a medicine that people take when they have a headache or an upset stomach. Years ago, its makers wanted to increase sales, so they hired an advertising agency in New York. The agency came up with the slogan *Plop, plop, fizz, oh what a relief\* it is!* *Plop* was the sound of the tablet falling into a glass of water and *fizz* was the sound of the bubbles it produced as it dissolved. But the most important thing about the slogan was it said the words twice.

Before the new campaign, the makers sold Alka-Seltzer with the instruction 'take one tablet'. An advertising agency recommended changing it to 'take two', and the new slogan suggested people should take two as well. It was a simple but clever marketing trick. The slogan appeared in all of their advertisements and later in their TV commercials. Sales of the tablets didn't quite double but they came very close.

*an upset stomach* an illness that affects the stomach and makes you feel sick

*relief* the feeling you have when something painful or worrying stops