

5 Unscramble the letters in italics to make words to do with marketing. The words are all in the article.

- 1 A *ongals* is a short phrase which a company uses to advertise something.
- 2 A business which organizes your advertising for you is called an advertising *ecanyg*.
- 3 If you plan special advertising activity for a particular period, this is called an advertising *gimancap*.
- 4 An advertisement on TV is called a TV *lemocimrac*.

6 A slogan usually says something about a product's unique selling point – the thing that makes it different from the competition. Match these slogans for cleaning products with their unique selling points.

- | | |
|--------------------------------------|---|
| 1 Clean floors cost less | a It's environmentally friendly. |
| 2 Just one wipe | b The price is lower than the competition's. |
| 3 The greener clean | c It contains an air freshener. |
| 4 Fresh as a sea breeze | d You don't need different versions for different jobs. |
| 5 One house, one bottle, one cleaner | e You don't have to work very hard. |

Speaking: Changes to the brief

7 Find some other students to work with and form a team. Decide on a name for your team.

8 1.31 Management wants you to come up with a marketing campaign. Listen to your manager and complete the missing information in the brief.

The brief

The product:

1 _____

Target market:

2 _____

Points to be decided:

- A name for the product
- The price
- The packaging
- A slogan
- A unique selling point

9 You have five minutes to come up with some ideas. When you have finished, tell the class what you have decided.

10 1.32 There is a change to the brief. Listen to your manager. What is the change?

11 You have five minutes to change your plan. When you have finished, tell the class what you have changed.

12 1.33 Listen to your manager one last time. What is the news?

13 You have five minutes to change your plan. When you have finished, tell the class what you have changed.

14 Discuss the task you have just done.

- 1 How did you feel about the way the brief kept changing?
- 2 How did you manage the changes? Did you ...
 - a change your original plans?
 - b throw out your original plans and start again?
 - c do a mixture of a and b?

Why?

3 Do projects you work on ever change in similar ways? How?

4 What advice and suggestions do you have for people who work in situations where things change fast?

Writing: An update

15 Your boss wants to know your marketing plans for the new aftershave. Write an email telling her what you have decided to do.

Dear ...

Re our meeting on the marketing campaign:

After some discussion, we've decided ...