

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 PAGE 154

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.

Recurrent negative customer comments:

'The pizzas all taste the same.'

'Big Jack's is old-fashioned – it's time for a change.'

'The pizzas are too big; I can never finish them.'

'The slices slide around in the box and get stuck together.'

'No different from other pizza houses – same pizzas, same colors, same box, same price.'

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%.