



Listening

3  **1:29** Listen to Caitlin's conference call with the management team and note what is said about the issues below.

- 1 teamwork
- 2 staff turnover
- 3 working environment
- 4 recruitment
- 5 reputation
- 6 competition
- 7 brand-building
- 8 cost control
- 9 visibility
- 10 objectives


4  **1:29** After the meeting, the attendees each summed up their position with the expressions below. Listen again. Who said what, and what did they mean?

- 1 'We're not exactly flavour of the month, but brand-building doesn't come cheap.'
- 2 'Everybody's always blaming someone else; it's like herding cats.'
- 3 'The product's the real McCoy – sales and marketing just have to do their job!'
- 4 'The bottom line is we just don't know where we're going.'
- 5 'It's a jungle out there – the end user has never even heard of Pixkel.'

Discussion

5 In small groups, categorize the issues facing Pixkel and decide what Caitlin's priorities should be.

Listening

6  **1:30–1:37** Listen to eight suggestions from the management team for improving Pixkel's corporate image. Make a note of the main points each member makes.

7 Work with a partner. Discuss how relevant, desirable or realistic each suggestion is for Pixkel.

Discussion

8 Caitlin has called you in to help. In small groups, draw up an action plan for Pixkel Inc.

Presentation

9 Present your plan to the class. The rest of the class should ask questions as the Pixkel staff. Hold a vote for the best action plan.

Internet research

Search for the keywords *BMW the hire viral* and watch the movies. Discuss how effective this type of brand-building is.

