

Practice Listening English Exercises for B2 – Advertising

Listening task 1: What's in a name?

A Listen. These American companies used to have different names. Match the original company names with their logos. (There are four extra names.)



- | | |
|--------------------------|------------------------------------|
| a Baked Foods | e Consolidated Foods Corporation |
| b Bank Americard | f Minnesota Valley Canning Company |
| c Canning International | g Mobil |
| d Citibank North America | h Standard Oil |

1

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2

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3

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4

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B Listen again. Why did the companies change their names? Circle the correct answers.



- | | |
|--|---|
| <p>1 The company wanted to</p> <p>a. offer passport services</p> <p>b. become international.</p> | <p>3 The company wanted a name that was</p> <p>a. original and different.</p> <p>b. similar to its original name.</p> |
| <p>2 The company</p> <p>a. began making baked goods.</p> <p>b. wanted a well-known name.</p> | <p>4 The company was named for</p> <p>a. a type of vegetable.</p> <p>b. the King of England.</p> |

Listening task 2: Lost in translation

A Listen. People are talking about problems advertising companies have had in different parts of the world. Write the product and the place for each problem.



product	place
1 <u>soft drink</u>	
2 _____	
3 _____	
4 _____	

B Listen again. What were the problems? Complete the sentences.



- 1 The slogan was "Come alive!"
- It was translated as "Bring ancestors _____."
- 2 Languages are written _____.
- People thought the product would make clothes _____.
- 3 The first word should have been "_____."

The slogan was translated as "_____ I wore this shirt, I felt good."

- 4 The company was unsuccessful because of its _____.

It means "_____" in Japanese.