READING **Read the texts about how shops and businesses use special offers to make us buy things. Match each offer to the correct text.**







BUY ONE GET ONE FREE

A very common offer in supermarkets is 'Buy One Get One Free' (sometimes called BOGOF). These offers often make us buy things that we don't want or need. When people buy food with this type of offer, 30% throw away some of the food in the end.

1 2 58 4789966 55547 9922 1475

drip pricing

You see a special offer online to buy tickets for a concert. The tickets are cheap. You start to buy the tickets, but then you see that the price doesn't include tax, so the price goes up. Then you see that the cheap

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tickets aren't very good. You pay extra for a good seat. You also pay extra if your parents pay by credit card. And extra if ... So, in the end, the tickets aren't cheap. This is called 'drip pricing'.



BAITING

You're walking past a clothes shop and you see a big sign. It says SALE: 50% OFF so you go inside. But really the sign outside says 'up to 50% OFF'. ('Up to' is usually in small letters.) So 50% is the maximum you can save. There are probably only one or two things with 50% discount. The rest is just 10% or 5% or 0%. But now that you're inside the shop and see nice clothes, it's difficult to say *no*. This technique is called 'baiting'. We use bait to catch fish!



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Read the texts again. Choose the correct alternative.

1. The problem with 'Buy One Get One Free' offers is that the offers ...
   - ○ are not really true.
   - ○ make you buy unnecessary things.

2. 'Drip pricing' is when ...
   - ○ the original price is good but the final price goes up and up little by little.
   - ○ you can only buy a product with a credit card.

3. 'Baiting' is when a shop says they have a great special offer but in reality the offer is ...
   - ○ only for one or two products.
   - ○ only for a very short period.

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