

9 Strategy

9.1

Describing a business concept

GRAMMAR

Passive: present simple, past simple

VOCABULARY

Marketing and advertising

1 a Talk to a partner about advertising.

What are your favourite adverts?
In your opinion, what makes a good advert?

b Match the words to the photos of different types of advertising. Write a–e in the boxes.

- 1 press ads
- 2 billboard ads
- 3 TV commercials
- 4 sponsorship
- 5 product placement

2 a **54** Listen to Amy Venn, the new marketing manager of Sway, a clothing company. She's making a presentation to the directors. Which types of advertising is Sway using at the moment?

b **54** Listen again and answer the questions.

- 1 Which age group are Sway targeting with their press advertising?
- 2 Which sports does Amy mention when she talks about sponsorship?
- 3 Why does Sway spend so much on advertising?
- 4 How does Amy suggest cutting costs?

c Look at the transcript for 2b on page 122 and check your answers.

d Write the verbs from these nouns.

Noun	Verb
1 advertising
2 marketing
3 promotion
4 sponsorship

e **55** **PRONUNCIATION** Listen and repeat 1–4. For each word, underline the stressed syllable.

f **Vocabulary practice** ...> Page 102, Exercise 1.

g Work with a partner. Discuss the advantages and disadvantages of the different types of advertising.



3 a **56** Amy Venn is talking to a junior colleague about product placement. Listen and answer the questions.

- 1 Do product placements always show the company logo?
- 2 What product placements are very expensive?
- 3 What did the first product placements advertise?
- 4 Which company had a product placement in the film *Forrest Gump*?

b ▶▶ 56 These sentences from the conversation use the passive. Listen again and fill in the gaps.

- 1 The products are seen in films and TV programmes.
- 2 Often, products to the film company for free.
- 3 Sometimes, the film company by the advertiser.
- 4 Sometimes, the name of a product by an actor.
- 5 I think the first placements in films in the 1960s, for cigarettes.
- 6 Did you see *Forrest Gump*? The Apple placement very well in that.

c Look at the transcript for 3b on page 122 and check your answers.

Passive: present simple, past simple

- | | |
|----------------|--|
| <i>Active</i> | Apple uses product placement. |
| <i>Passive</i> | Product placement is used by Apple. |
| <i>Active</i> | Companies show products in films. |
| <i>Passive</i> | Products are shown in films. |
| <i>Active</i> | Millions of viewers saw the film. |
| <i>Passive</i> | The film was seen by millions of viewers. |

...> Grammar reference 7

d Now fill in the gaps in the article about Apple. Use the passive.

e Are these sentences true (T) or false (F)?

- 1 A computer with an Apple logo was shown in *Forrest Gump*.
- 2 *Forrest Gump* was watched by tens of millions of people.
- 3 Films are often helped by the image of the Apple brand.
- 4 Apple was given an award for increasing its market share.

f Can you think of any other examples of product placement? Discuss them with a partner.

g Grammar practice ...> Page 102, Exercise 2.

4 Communication practice 25. Student A ...> Page 85. Student B ...> Page 92.

5 Talk about product placement.

Do you think product placement can be more effective than advertising? Say why. In your opinion, what's the difference between good and bad product placement?

USEFUL LANGUAGE

In return for a payment, the product is shown in the film.

In big films, the logos on products are seen by millions of viewers.

Product placement was used for the first time in the 1960s.

Has Apple enjoyed the fruits of product placement?

In the movie *Forrest Gump*, Forrest (Tom Hanks) receives a letter telling him that he's become a millionaire from his shares in Apple. Forrest is surprised to learn, not just that he's rich, but that 'a fruit company' has done so well. The Apple logo on Forrest's letter ¹ was seen (*see*) by over 75 million people in 1994. Since then, the computer firm has become a star of the big and small screen. Nowadays, its products ² (*show*) regularly in films and big American TV series.

Apple has become part of the Hollywood scenery for a good reason – it has the right image. When a new Apple laptop ³ (*use*) by a star, it doesn't just help with promotion of the brand – it also makes the film or programme look fashionable.

In 2004, Apple ⁴ (*give*) a 'Lifetime Achievement Award for Product Placement' by Interbrand's brandchannel.com website. But that doesn't mean the company's product placements have resulted in huge sales. Abram Sauer from brandchannel.com thinks Apple's market share (about 2% of the world computer market) is low for a company whose products ⁵ (*promote*) so much on screen. He says this 'raises huge questions' about product placement, and that '... at worst, product placement doesn't really work at all.'



Change the following active sentences into passive sentences!

1. Millions of people saw the advert

2. A lot of businesspeople read this magazine every week

3. Companies advertise lots of products on billboards

4. They sponsored our basketball team

5. This agency designed our new logo

6. our managing director signs all contracts.

Fill in the gap with the suitable words!

sponsorship logo strategy Adverts advertise promote commercial

1. We have a new advertising _____
2. We _____ our brand in a very imaginative way
3. We _____ on TV and in business magazines
4. Sometimes we market our brand in television _____
5. Our new _____ is designed to give us a more modern image.
6. The football club found _____ for the under-18 team
7. _____ in newspapers are a very effective way of marketing

Fill in the gaps with adverbs.

1. She found a new job _____ (easy)
2. The new manager works _____ (hard)
3. He plans everything very _____ (careful)
4. Sales increase _____ last year (quick)
5. We need to change our product _____ (significant)
6. They're planning to _____ expand the business (gradual)