

# 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.)



03:03



- a Baked Foods
- b Bank Americard
- c Canning International
- d Citibank North America

- e Consolidated Foods Corporation
- f Minnesota Valley Canning Company
- g Mobil
- h Standard Oil

1



2



3



4



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



00:00



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

### 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.



00:00



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

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



00:00



<b>1</b> The slogan was " <u>Come alive!</u> "	
It was translated as "Bring ancestors _____."	
<b>2</b> Languages are written _____.	
People thought the product would make clothes _____.	
<b>3</b> 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.