READING – HOW IT ALL STARTED: THE STORY OF THREE BRANDS

1. Look at the photos. Choose the correct brand.

1. Which brand makes these shoes?

A) Instagram

B) Vans

C) Polaroid

2. Which brand is a social media app?

A) Instagram

B) Polaroid

C) Vans

3. Which brand makes instant cameras?

A) Vans

B) Instagram

C) Polaroid

2. Read the article. Choose the correct brand.

1. Which brand became successful by making new products and doing new things?

A) Vans

B) Instagram

C) Polaroid

2. Which brand became popular again because old things came back into fashion?

A) Instagram

B) Polaroid

C) Vans

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3. Which brand made things easier for users?

A) Polaroid

B) Vans

C) Instagram

3. Match the dates with the information.

1. Edwin Land had the idea of instant photography.

A) 1943

B) 1948

C) 1966

2. The first Polaroid camera went on sale.

A) 1960

B) 1948

C) 2010

3. The Van Doren brothers started the Vans company.

A) 2012

B) 1980

C) 1966

4. Vans shoes became popular with skateboarders.

A) 1960s and 70s

B) 1940s

C) 2010s

5. Vans had financial problems.

A) 1940s

B) 1980s

C) 2010s

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6. Instagram became popular.

A) 1948

B) 1966

C) 2010

7. Mark Zuckerberg bought Instagram.

A) 2012

B) 1943

C) 1980

4. Choose the correct information from the text.

1. What was the name of the app before Instagram?

A) Facebook

B) Burbn

C) Polaroid

2. 25,000 people downloaded Instagram in one...

A) day

B) week

C) month

3. At first, most people who wore Vans shoes were...

A) teachers

B) skateboarders

C) doctors

4. Apart from making shoes, Vans organises...

A) sports competitions and art competitions

B) music concerts

C) cooking competitions

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5. A big problem for Polaroid cameras was...

A) smartphones

B) skateboards

C) digital cameras

6. Today, some people buy instant cameras for...

A) weddings and parties

B) school exams

C) sports competitions

5. WORD WORK – Choose the correct meaning.

1. *Went on sale* means...

A) Was in shops for people to buy.

B) Was very expensive.

C) Was broken.

2. *Sponsor* means...

A) To sell something.

B) To give financial help.

C) To buy something.

3. *Environmentally friendly* means...

A) Helping the planet.

B) Very expensive.

C) Difficult to use.

4. *Founders* are...

A) People who buy a company.

B) People who work in a company.

C) People who start an organisation.

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5. *Retro* means...

A) From the recent past.

B) Very modern.

C) Very expensive.

6. *Downloaded* means...

A) Deleted information.

B) Took information from the Internet onto a device.

C) Printed information on paper.

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