12 | Practice file

Working with words

1 Replace the phrases in *italics* in this email with a phrase from the list.

generate a demand *promote the consumption of* *reinforce an association* *play on* *tailor*

Dear Sylee

Here's an update on the advertising campaign for the new drink. Our discussions have led us to believe we have to *create the need* [1]_____ for our product amongst 14–21-year-olds. By showing young people with the product we can *strengthen the connection* [2]_____ between them and promote the idea that if you drink our product, you'll be 'in' with the trendy crowd. We know that young people do anything they can to avoid being an outsider, and we can *take advantage of* [3]_____ their insecurities and fears about this.

We're really pleased with the work that CH Media has done so far and they're now going to *adapt* [4]_____ our usual slogan towards our new target group. It's an exciting project and one that will definitely *encourage people to purchase* [5]_____ our beverages.

Let me know if you have any questions.

Bea

2 Complete sentences 1–8 with the correct preposition.

1 The message we want to put _____ is one of 'belonging'.
2 We're hoping to appeal _____ the younger market.
3 We want young professionals to buy _____ the lifestyle that we portray.
4 Customers were taken _____ by the idea that owning the product would improve their social status.
5 The advertising agency have picked _____ on several potential problems with our proposed logo and slogan.
6 The first draft of the advert didn't really live _____ to our expectations.
7 I think we need to hold _____ for a much improved second draft of the advert – we can wait for another two months, so we should push for what we want.
8 The economy is in trouble and people are trying to cut their spending, so I think we should tap _____ this by pushing our low-price 'value' products.

3 Choose the correct words in *italics* to complete sentences 1–8.

1 We all want to work hard for Suzy, she's a good leader and really *aspirational / motivational*.
2 Jens has a lot of ambition, and he's very *aspirational / materialistic* – he wants our team to win the sales team of the year award!
3 With this new product we're hoping for rapid *USP / market penetration* ahead of the competition.
4 It's well-known that they expect their employees to reach impossible deadlines, even if it means working throughout the night. I think that's really *exploitative / materialistic* and they have to change their policies if they want to improve their reputation.
5 Helen is very worried about what her neighbours think of her new car. I think she may have a bit of *USP / status anxiety*.
6 The product is selling extremely well because we created a *USP / consumer profile* that no competitor could match.
7 Kids these days always want new gadgets and are never satisfied – we were never so *materialistic / exploitative* when we were young.
8 We've studied purchasing trends and have drawn up some very accurate *consumer profiles / market penetration*.

Business communication

1 Complete the talk with phrases from the list.

second point *strong position* *having said* *become apparent* *very much* *is achievable* *comes across* *because we* *first benefit* *serious consideration*

'So, we're here today to discuss change. It has [1]_____ that although you all know change is inevitable, you don't want to face up to it. Also, what [2]_____ from talking to you is your reluctance to embrace the changes. I'd like to reassure you that this can only be a positive move. Let's look at the plus points; by changing our internal structure we can optimize our skills and strengths.

OK, that's the [3]_____. Now, the [4]_____ - if we become more efficient, it'll be easier to meet customer demand. But [5]_____ that, it's important to remember to stay focused and not overreach ourselves. Our goal here is to gain market share. I believe a 5% increase by the end of the year [6]_____. No question. Through hard work and determination we'll succeed. In fact, we're in an extremely [7]_____. Why? [8]_____ have both the knowledge and the resources. I [9]_____ hope that you'll support me in this. Please give [10]_____ to not only the company's future, but your future. Change does make sense.'

LIVEWORKSHEETS