

**Watch the video. Complete the transcript with the missing words.**

- Hi, Gary. I'm here with Sanjit and Katie.
- Yeah, hi. Okay, Sanjit. Claire has \_\_\_\_\_ me \_\_\_\_\_, so there's no need for the "hello, how are you." Let's go \_\_\_\_\_ the branding document I sent you. It's really important that you rethink the branding.
- I actually had an \_\_\_\_\_ I thought we could stick to...
- Can I go on?
- Yes, your document. Okay, Gary, \_\_\_\_\_...
- As you'll see, I've proposed some changes. There's a load of ideas you should look at—really good stuff, even if I say so myself. One key thing: I've done some detailed \_\_\_\_\_ of your potential customers. Interesting results, very interesting. So, I've \_\_\_\_\_ a few marketing ideas on page 23. Got that? Anyway, I know you're not going to like this, but you know that little product logo—the one with the sun you've \_\_\_\_\_ for? Awful. Customers hate it. It simply has to be changed, pronto.
- Can you \_\_\_\_\_ on that?
- Yeah, yeah, I will come to that. I'm also worried about the marketing budget—it's totally unrealistic. So, I've created a new budget, which, when you take a look at...
- Okay, okay, but if we could \_\_\_\_\_ back on the logo...
- Just let me finish.
- All right. Branding, marketing spend—go on then...

**Watch the video again, read the transcript, and answer the questions. Write your answers in your notepad.**

1. What does Gary say is 'really important' for Sanjit to think about?
2. What does Gary describe as 'one key thing' which he has done?
3. When Gary says 'It simply has to be changed', what does he mean by 'it'?
4. What does Gary say is unrealistic?
5. What did Sanjit learn and achieve in this meeting?