

Time Zones 3 ExamView Unit 11**True/False**

Indicate whether the statement is true or false.

Read the article. Then answer *T* for True or *F* for False.

Using Cause Marketing

Cause marketing has become a very popular marketing tool. Restaurants, designer brands, tech giants - all kinds of companies are doing it. A lot of research says that customers like companies that "do good," but it can be a challenge for companies to find the right cause to support. One company hosted a huge rock concert to support a charity, but afterwards, people in the audience said they didn't know what charity it was for. They just thought the concert was for entertainment and publicity.

How can companies communicate the causes they support more effectively? One business owner points out that if the company's purpose is closely connected to the cause it supports, people will notice. Instead of choosing any cause that sounds good, companies should look for one that matters to its customers. For example, the American coffee company Starbucks knows that its customers value high quality coffee. Starbucks therefore buys high quality coffee beans from farmers around the world, but it also makes sure that it pays these farmers fairly. As a result, its customers are willing to pay more for their coffee - they know that they are paying for quality, and that they are helping the farmers, too.

Another thing companies can do to get their causes noticed is to sell merchandise - T-shirts, pens, and other items - to promote the company as well as its charity. If companies do this, customers will be able to identify the brand with the charity more easily. They will therefore feel like they are supporting the company's adopted cause everytime they buy the company's products.

Finally, companies can announce that they are giving a part of their sales to the charity they support. They can turn this announcement into a special marketing campaign. Even if a company supports a charity all year round, campaigns like these help bring much more attention to the cause. They also help increase the company's sales.

- _____ 1. This article gives advice about how to use cause marketing effectively.
- _____ 2. In the first paragraph, *companies that "do good"* refers to companies that make a lot of profit.
- _____ 3. This article is probably meant for business owners and people who work in marketing.
- _____ 4. Companies should support causes that are unrelated to the business of the company.
- _____ 5. The word *merchandise* refers to the machines a company uses to make products.

Multiple Choice

Identify the choice that best completes the statement or answers the question.

Read the article. Then answer the questions.

Recycle Your Jeans

Since 1969, The Gap, or Gap for short, has been one of the leading makers of blue jeans in the US. Recently, 1,000 Gap stores across the US, Canada, and Puerto Rico asked their customers to do something rather strange - bring their old blue jeans back to the store. It was part of a campaign called "Recycle Your Blues," which was part marketing campaign, part environmental awareness program, and part charity event.

The marketing part of the campaign attracted the attention of a lot of people. If customers returned their old jeans that were worn out or that no longer fit, they were given a 30% discount off a new pair of jeans at Gap stores. In just two weeks, Gap collected more than 270,000 pairs of old jeans.

The environmental part involved encouraging people to think more about recycling their clothes. When announcing the event, Marka Hansen, president of Gap North America, said, "We hope the drive will help foster awareness about cotton's recyclability among our consumers, while enabling them to give back to communities in need."

The charity part happened when the returned jeans were used to help build homes for the needy. The old jeans were recycled into a special product that could be used for housing insulation. This product is put into the walls of homes to help keep out the heat in the summer and the cold in the winter. The material from the 270,000 pairs of jeans was enough to make insulation for more than 500 homes in poorer areas, and a few special projects homes too, like homes that needed rebuilding after Hurricane Katrina.

- _____ 6. The "Recycle Your Blues" campaign does NOT involve _____.
 - a. donating money
 - b. selling blue jeans
 - c. helping the environment
- _____ 7. According to the last paragraph, *insulation* helps _____.
 - a. make the walls of a house stronger
 - b. protect the walls of a house from rain
 - c. keep the temperature inside a house comfortable
- _____ 8. Another word for *customers* that is used in the passage is _____.
 - a. consumers
 - b. communities
 - c. the needy
- _____ 9. In the third paragraph, *foster* means _____.
 - a. stop
 - b. allow
 - c. increase

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- _____ 10. The environmental awareness part of the campaign was _____.
a. giving customers a discount on new jeans
b. showing customers how jeans could be recycled
c. building new homes for people who didn't have a lot of money

Completion

Complete each statement.

Combine the two parts using *If... will*.

11. you buy one box / you get another box free
_____.
12. you don't buy it today / you feel sorry
_____.
13. you drink this coffee / you feel more awake.
_____.
14. you don't eat this now / you be hungry later
_____.
15. I buy four pairs of jeans / I get a discount
_____?

Complete the sentences with the words from the box.

afford	benefit	care	donate	publicity	values
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16. How much money does the company _____ to the charity each year?
17. We've made a new kind of high-quality home that costs less so poorer people can _____ it.
18. The company has two big charity events a year as part of its _____ drive.
19. Some companies don't _____ about the environment, but we do!
20. With cause marketing, both the company and the cause _____ from the campaign.
21. The company's _____ are listed on its website: making quality products, helping its customers, and helping the environment.

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Matching

Match each word to its description.

- a. vitamin pills
- b. shampoo
- c. deodorant
- d. mouthwash
- e. advertisements

- _____ 22. You use it to have fresh breath.
- _____ 23. You use it when you wash your hair.
- _____ 24. You use it under your arms so you don't smell bad.
- _____ 25. You use it when you want customers to buy your things.
- _____ 26. You take these to help you stay healthy.

Match each statement (6-10) to the best response (a-e).

- a. What a deal! I'm going to buy it.
- b. Maybe. If I have enough money I will.
- c. I'll try to exchange them for the right size.
- d. Sorry, you won't. But it'll be on sale tomorrow!
- e. Yes, I have. It's okay, but I think I'll stick with my usual brand.

- _____ 27. This deodorant is on sale for \$2.
- _____ 28. What will you do if the shoes don't fit?
- _____ 29. Will you buy the sweater if it's on sale?
- _____ 30. If I buy this shirt today, will I get a discount?
- _____ 31. Have you ever tried that toothpaste before?

Short Answer

Put the words in the correct order to make sentences.

32. ? / library / will / the / closed / what / if / do / you / is

33. . / will / gift / company / a / if / the / complete / you / you / this / survey, / send

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34. . / regularly / if / more / energy / you'll / exercise / have / you

35. . you / the next / you / within / get / can / if / ten minutes / a discount / order

36. ? / buy / if / discount / than / get / one, / I / a / I / more / will

Choose the correct words in parentheses to complete the sentences.

37. _____ (Advertising / Profit) is the amount of money a company makes minus what it spends.

38. A(n) _____ (advertisement / brand) is the name of the company that makes a product.

39. _____ (Sales / Brands) refer to how much of its products a company sells.

40. Companies often want more _____ (publicity / marketing), which refers to attention from a large number of people.

Essay

41. **Think of a company and an idea for a cause marketing campaign. Imagine you work for a business magazine, and that you are writing a short article about the campaign. Write one or two paragraphs describing the company and how well you think the campaign works.**

Other

42. **Put the sentences in order to complete the conversation.**

- _____ a. Um, no. I've never even heard of it.
- _____ b. Wow! What a deal! But I don't like changing brands.
- _____ c. Why not? How about I give it a try and tell you how it is?
- _____ d. Well, it says your teeth will be whiter if you use it. And look at the price!
- _____ e. Hey, Paulo. Have you ever tried this toothpaste before?