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	**e** Consolidated Foods Corporation
b Bank Americard	**f** Minnesota Valley Canning Company
c Canning International	**g** Mobil
d Citibank North America	**h** Standard Oil

1

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2

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3

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4

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

1 The company wanted to

a. offer passport services

b. become international.

2 The company

a. began making baked goods.

b. wanted a well-known name.

3 The company wanted a name that was

a. original and different.

b. similar to its original name.

4 The company was named for

a. a type of vegetable.

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.

	product	place
1	*__soft drink___*	
2	_____	
3	_____	
4	_____	

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

1 The slogan was "*__Come alive!__*"

It was translated as "Bring ancestors _____."

2 Languages are written _____.

People thought the product would make clothes _____.

3 The first word should have been "_____."

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The slogan was translated as "_____ I wore this shirt, I felt good."

4 The company was unsuccessful because of its _____.

It means "_____" in Japanese.

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