

Product Review

1A Read the product review and complete it with one word in each gap.

GKKFONE 2 | Rating: ★★☆☆☆ | RRP: £72.00

I chose this phone because the adverts said it performed ¹ _____ well as its more expensive competitors. For the price, it is **pretty** good value for money. ² _____ **practical strong** packaging the phone came in also included a screen protector and cover, ³ _____ saved me having to buy them. The **extremely attractive silver** phone has a **large clear** screen, making it very easy ⁴ _____ use. It's not quite as fast as some major competitors, but it offers a **fairly good** performance. I was impressed ⁵ _____ the **long-lasting lightweight** battery and, although other reviewers said the battery stopped charging after a month, mine charges perfectly.

The main downside ⁶ _____ the **new** fingerprint ID system, which doesn't always work first time. Another problem is the camera, which sometimes freezes, so I have to turn the phone ⁷ _____ and on to get it to work. However, the picture quality is great.

⁸ _____ you want a phone to rival the more expensive brands, I recommend the GKKFONE 2.

2 Complete the table with the words in the box.

another chose decided downside impressed included
most particularly problem said thing worst

Introduction	Good points	Bad points
I ¹ _____ this phone because ...	The packaging also ⁴ _____ a screen protector and cover.	The main ⁹ _____ is the new fingerprint ID system.
We bought the phone ...	⁵ _____ good thing is that the phone has a fairly large clear screen.	Another ¹⁰ _____ is the camera.
The adverts ² _____ it performed as well as more expensive ones.	I was ⁶ _____ by ...	One ¹¹ _____ I didn't like was ...
I ³ _____ to buy this phone because ...	I ⁷ _____ liked the ...	The ¹² _____ thing about the phone is ...
	What I liked ⁸ _____ was ...	

3. Read the online product review. Think about how you could improve it.

A screenshot of a product review for the 'XB Watch'. The review is displayed in a window-like interface with a blue header bar containing left and right navigation arrows. The title 'XB Watch - the new activity watch' is in bold blue text. The main text describes the watch's features and provides a balanced critique.

XB Watch - the new activity watch

Tracks all exercise activity, monitors sleep and syncs with phone app

Good points: long battery life, waterproof, app easy to use

Bad points: rather big and ugly

Does what is says. OK, if you don't mind how it looks.

1A Read the product review and correct the mistakes.

I ¹choose this Bluetooth speaker because the reviews were positive and the information on the website ²told it performed as well as more expensive ones. So, I ³decision to buy it because it was pretty good value for money. ⁴That I like most is that the sound quality is great. I was ⁵impression by the coloured lights which flash as the music plays. I ⁶particular like the fact that it is very light and quite small so it is good for travelling.

However, there are some problems. The main ⁷upside is that I spent hours trying to connect it to my phone. ⁸Other problem is that the charge doesn't last long so I can't use it very long outside. Also, the instructions were not included, which was annoying. One last ⁹think I don't like is the case. It is very poor quality.

Unfortunately, I can only give it two stars.



- | | | |
|----------------|---------|---------|
| 1 <u>chose</u> | 4 _____ | 7 _____ |
| 2 _____ | 5 _____ | 8 _____ |
| 3 _____ | 6 _____ | 9 _____ |

B How did the writer organise the product review in Exercise 1A? Complete the table using the aspects in the box.

battery life case size good price instructions lights good reviews
sound quality technical issues two-star rating

Reasons for buying	Good points	Bad points	Conclusion

2 Write a product review of about 150 words using the notes below. Include the following:

- a clear introduction.
- good points about the product.
- bad points about the product.
- a clear conclusion.

- | | |
|---|--|
| <ul style="list-style-type: none"> • wanted a tablet to watch films when travelling • bought it because a colleague had one • read a lot of reviews first • got a very good price – 25 percent cheaper than other brands • good size screen • easy to use | <ul style="list-style-type: none"> • clear graphics • volume is not very loud – hard to hear even with headphones • battery is very poor – only lasts three hours • screen always dirty • next time, buy a more expensive one • three stars only |
|---|--|

Smart fabric

Background 1 Read the background and answer the questions with a partner.

- 1 What kind of company is eFAB?
- 2 What kind of company is TopCheng?
- 3 What would you make out of eFAB's new fabric?
- 4 Would you wear a T-shirt or jacket made from this material? Why / Why not?



BACKGROUND

eFAB, a British company that develops and manufactures cutting-edge, technically advanced textiles, was approached by TopCheng, a fashion design company in Taiwan, to develop a new type of cloth – a 'smart fabric'. TopCheng wanted the material to look and feel like normal cloth, but to include a very thin electronic element, allowing it to change colour, to display a variety of designs and even to light up. Initial market research shows that people love the idea, so eFAB's research and development team have created the new cloth and together with TopCheng's marketing department and product development team have produced several prototype T-shirts, dresses and jackets. Now the teams are working out how best to place the products in the market. The next step will be to carry out more detailed market research.

2A Read the extract from an email from the TopCheng Marketing Manager to the R&D Manager at eFAB. Answer the questions.

- 1 Who does TopCheng expect to sell the T-shirts to?
- 2 What do they say about the price?
- 3 What are they going to do next?

After detailed consideration of the marketing mix of several possible products, we have decided to carry out further market research on a smart-fabric T-shirt. We have identified the target market as teens and early 20s who love technology. We can price the T-shirts at €35, so while that isn't cheap, they will be popular as a premium product. We plan to make them available online only at first, and to promote them on social media. The next step will be to test the product with focus groups.

B BW 5.01 Listen to the focus group discussion about the smart-fabric T-shirt. Choose the correct words in *italics*.

The focus group members ...

- 1 *have already* / *haven't yet* worn the T-shirt.
- 2 *don't think* / *think* the shirt is fashionable.
- 3 *have a few* / *don't have any* ideas about other possible uses for the smart fabric.

C Listen again. Make notes about the feedback on the product.

Positive feedback	Negative feedback	Suggestions

The marketing mix **3A** Match each of the five sections of the marketing mix diagram with the best explanation (1–5) below.



- 1 The location where a buyer can see and get the item or service _____
- 2 An item or service that is created to meet a need _____
- 3 The group of people who are expected to want the item or service _____
- 4 The way a manufacturer lets people know about the item or service _____
- 5 The amount of money a customer will pay for the item or service _____

B Answer the questions.

- 1 Which of the five circles represents eFAB's smart fabric, or things made from it?
- 2 Which of the five circles represents the advertisements eFAB might create to sell its smart fabric?
- 3 What does eFAB need to get high enough to make sure that the company earns enough money, and also low enough that customers will be interested?
- 4 Which circle represents the customers that eFAB will try to sell to?
- 5 If eFAB decides that their product will be available to order on the internet, which circle represents that?

4A BW 5.02 Listen to a conversation between an eFAB Product Developer and a Marketing Manager. What product are they discussing?

B Listen again and make notes.

Product: _____

Target market: _____

Promotion: _____

Place: _____

Price: _____



Student A

1 Use the information below to answer Student B's questions.

Product:	safety jacket for road workers – displays lights that are visible at night; can produce patterns and messages
Price:	€35 to €40 to produce a jacket; standard safety jackets cost €20 to €30, so the retail price of this product will be a lot higher
Promotion:	construction trade magazines; special displays in building supply stores
Place:	in building trade shops; online
Target market:	companies that carry out road works and supply work uniforms; local governments that carry out road works and supply work uniforms

B: *What's your product idea?*

A: *It's a safety jacket for road workers.*

B: *OK, can you tell me more about it?*

A: *Sure. It displays lights ...*

2 Ask Student B questions to complete the table.

Product:	
Price:	
Promotion:	
Place:	
Target market:	

A: *What's your product idea?*

B: *Smart wallpaper.*

A: *OK, can you tell me more about it?*

B: *Sure. It allows people to change the colour ...*

Student B

1 Ask Student A questions to complete the table.

Product:	
Price:	
Promotion:	
Place:	
Target market:	

B: What's your product idea?

A: It's a safety jacket for road workers.

B: OK, can you tell me more about it?

A: Sure. It displays lights ...

2 Use the information below to answer Student A's questions.

Product:	smart wallpaper – allows people to change the colour or pattern of their wall; allows people to write messages for special occasions (requires connection to a computer)
Price:	a premium product – the cheapest wallpaper is about €6 for a 10-metre roll; other premium wallpapers cost €50 to €100 per roll; it costs €48 to produce one roll of smart wallpaper
Promotion:	home design and decoration magazines
Place:	high-end department stores; online design shops
Target market:	people with plenty of money who are decorating their home; designers and decorators who help people with home decoration and design

A: What's your product idea?

B: Smart wallpaper.

A: OK, can you tell me more about it?

B: Sure. It allows people to change the colour ...