

VOCABULARY

A

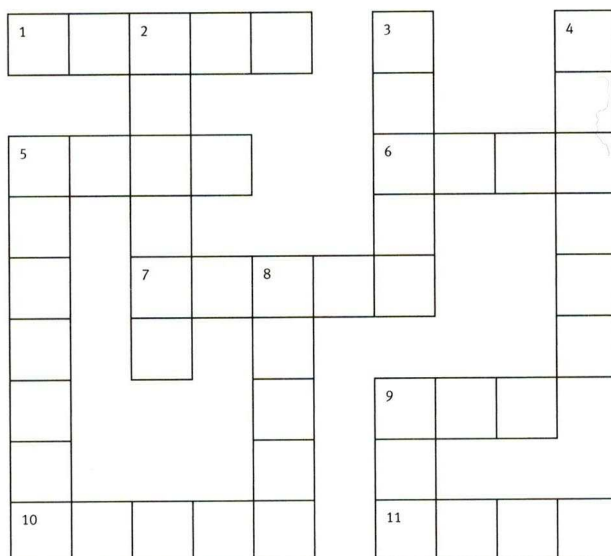
Use the clues to complete the crossword puzzle.

Across

- 1 The percentage of sales a company or a product has is its market (5)
- 5 Companies sometimes promote their products by giving gifts to customers. (4)
- 6 Companies carry out market research to get information about what buyers and want. (4)
- 7 The life of a product is the length of time people continue to buy it. (5)
- 9 An advertising campaign takes place over a period of time and usually has a specific (3)
- 10 Good marketing should increase the volume of (5)
- 11 A company's sales target is how much it wants to in a certain period of time. (4)

Down

- 2 An advertising advises companies on advertising. (6)
- 3 A company's product is the set of products made by that particular company. (5)
- 4 A company's advertising is the amount of money available for advertising during a particular period. (6)
- 5 Sales show how much a company has sold over a certain period of time. (7)
- 8 Production are what a company must spend on production. (5)
- 9 Celebrities often appear in for clothes and cosmetics. (3)



B Choose the best word (a, b or c) to complete each space in the text.**The name game**

A brand can be defined as a name given to a product by a company so that the product can easily be recognised by its name or its design. In our very *competitive*¹ business world, a good brand is one of the keys to the success of any company. It is often a powerful² tool.

However, the name is not everything. For a brand to be successful, marketers have to know what the consumer³ and wants so a lot of market⁴ is necessary. This gives them

a 'consumer⁵', that is to say a kind of picture of the typical customer. It is a picture not only of the customer's needs and wants but also of their beliefs and values. If the brand then clearly reflects those values, it is more likely to be successful.

The customer has so much⁶ nowadays that a good brand is a necessity so that one product is clearly different from another in his or her mind.

A good brand, of course, also has long-term benefits as it will⁷ to many different market⁸ and to people from different cultures.

- | | | |
|------------------|-----------------------|-----------------|
| 1 a) informative | b) competitive | c) conservative |
| 2 a) sales | b) sell | c) sold |
| 3 a) wishes | b) needs | c) orders |
| 4 a) study | b) research | c) science |
| 5 a) summary | b) report | c) profile |
| 6 a) choice | b) option | c) suggestion |
| 7 a) attract | b) persuade | c) appeal |
| 8 a) shares | b) portions | c) segments |

LANGUAGE REVIEW**Question formation****A** Complete the questions with words from the box.

how long how many how much what ~~when~~ which who why

- *When* did you launch this advertising campaign?
- didn't you contact an advertising agency?
- money did you spend on the campaign?
- new products did you launch? Was it two or three?
- did you target your new product at?
- market segments has your product been most successful in?
- do you expect people to continue to buy this product?
- is your sales forecast?

B Match the Marketing Manager's responses (a–h) to the interviewer's questions in exercise A.

- | | |
|---|--|
| a) Almost 20,000 euros. | <div style="border: 1px solid black; padding: 2px; display: inline-block;">3</div> |
| b) As I said, it's been doing extremely well and we expect a considerable increase in the winter. | <div style="border: 1px solid black; width: 20px; height: 20px; display: inline-block;"></div> |
| c) In late spring. | <div style="border: 1px solid black; width: 20px; height: 20px; display: inline-block;"></div> |
| d) So far it's been doing very well with middle-class males in their thirties to mid-fifties. | <div style="border: 1px solid black; width: 20px; height: 20px; display: inline-block;"></div> |
| e) We had health-conscious people in mind as well as the elderly. | <div style="border: 1px solid black; width: 20px; height: 20px; display: inline-block;"></div> |
| f) We think it will have a life cycle of about three years. | <div style="border: 1px solid black; width: 20px; height: 20px; display: inline-block;"></div> |
| g) Well, we like to rely on our own people. | <div style="border: 1px solid black; width: 20px; height: 20px; display: inline-block;"></div> |
| h) This time only one, in fact. However it is a very special product indeed. | <div style="border: 1px solid black; width: 20px; height: 20px; display: inline-block;"></div> |