

# 1

## Tasks 88

### Document 1 Text

Audio 07



### One in five UK consumers boycotts brands

LONDON: Every brand knows that establishing trust with their customers is vital, but this point has been reinforced by a new survey that found a fifth (21%) of UK consumers have boycotted a brand following a scandal or negative press. Furthermore, of those who stopped using a brand following adverse headlines, as many as two-thirds (67%) have not returned to it, according to research firm YouGov. The question is what measures can brands take to win consumers back?

According to the findings, one-in-five (26%) consumers went back to the brand they used to trust, but importantly they tended to use it less often, and just 1% used it as much as before.

Tax avoidance and evasion emerged as the main reason for consumers to boycott a brand (48%), but 40% also stopped using a brand if it was perceived to be treating its

staff unfairly. Other reasons why respondents said they boycotted a brand included cover ups (40%), workers in the supply chain being treated unfairly (36%), corruption (36%) and faulty products or a product recall (35%).

In terms of winning consumers back, the report found that they have mixed reasons for returning to a boycotted brand. Almost a third (28%) said they returned because the company had changed the practices that started the boycott in the first place, while just under a quarter (24%) said they returned because the brand's product or service had improved.

However, there are also occasions when a brand does not necessarily need to change its practices or alter its approach, the report said, because 29% of former boycotters started to use a brand again because it had become too inconvenient not to.

■ Adapted from WARC.com, April 2017.

### Task 1

1. Read the whole text.

2. Underline the sentence corresponding to the document.

- Consumers can boycott a brand when they think the company is unfair with its workers
- Boycotting a brand means to stop buying it because you can't afford it anymore
- Boycotting a brand means to buy it online only.

3. Find the key idea(s) in each paragraph.

§1

§4

§2

§5

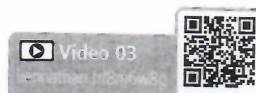
§3

4. Write an organized account of the article in English (50 to 100 words).



## Document 2 Video

### Amazon Go opens cashier-free smart grocery store – Dec 2016



#### Word box

to ditch the lines : *se débarrasser de/ sortir des sentiers battus*

#### Task 2

##### 1. Watch the video.

- What is new about Amazon?
- Describe the concept of Amazon Go. What makes it attractive to the consumer?
- What is the general trend in the grocery retail sector?
- What products are more likely to be bought in a brick-and-mortar store?
- What are Amazon's other grocery brands? (2 answers)
- Name the competitors and number of stores.

##### 2. Organize all the information you have collected and write a report.



#### Notes

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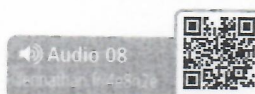
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## Document 3 Audio

### Is the era of big food coming to an end?



#### Task 3

##### 1. Listen to the whole audio.

- Anticipate from the title.
- Focus on the answers to the following questions:
  - What type of food are an increasing number of consumers buying and why?
  - Give the names of two companies quoted in the interview.
  - What are their response to the new consuming trends?

##### 2. Write an organized account in English.



#### Notes

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