

Skills Test Unit 6 Test B

Name: _____

Everyday English

1 Complete the sentences with the words below.

whereas on the other hand although however but

- 1 _____ teenagers get a lot more pocket money these days, things are much more expensive to buy.
- 2 I don't get a lot of pocket money, _____ it's enough to buy what I want.
- 3 I often save my pocket money _____ some of my friends spend all theirs.
- 4 On the one hand, some people think teenagers should get pocket money. _____ , other people think they should earn any money they get.
- 5 Saving money is good. _____ , it's also important to have a good time.

Mark: ____ / 5

Listening

2 🎧 **Listen to an interview with Danny Wilcocks on a radio programme about jobs in advertising. Circle the correct options to complete the description of Danny's job.**

After studying ¹art / **business** / **advertising** at university, Danny Wilcocks got a job in the ²**accounting** / **business** / **creative** department of a major advertising agency. He ³**doesn't enjoy** / **quite enjoys** / **really enjoys** his job. He says that it can be ⁴**repetitive** / **difficult** / **boring** sometimes.

3 🎧 **Listen again. Circle the correct answer (a–d).**

- 1 What does Danny do in his job?
 - a He produces drawings and other types of pictures.
 - b He has to deal with clients and their businesses.
 - c It's his job to write advertising slogans.
 - d He plans and organizes the advertising campaign.
- 2 Danny has wanted to work in advertising since
 - a he was at primary school.
 - b he was seventeen.
 - c his final year of studies.
 - d he had a dream as a boy.
- 3 What was special about the advertising campaign for the bike company?
 - a It was the most successful Danny had ever been involved in.
 - b It was a campaign which helped save the company.
 - c Danny was under more pressure in this campaign than ever before.
 - d The public thought that the campaign was funny.

Mark: ____ / 10

Reading

The greatest advertising campaigns in American history

If you've ever watched the hit American TV series *Mad Men*, you'll know how important and influential advertising campaigns were back in the 1950s and 1960s. At that time, in the agencies of Madison Avenue in New York, highly-paid, smartly-dressed executives created remarkable advertisements for newspapers, billboards and glossy magazines which persuaded (or tricked!) millions of Americans into buying a wide range of cars, soft drinks, perfumes, clothes, and, well, just about everything else. In fact, the brand image of many of today's most successful products was developed back in those days, and the marketing techniques that were used then are still used today.

In order to put together this article, two leading experts on the history of advertising have been asked to name the ad campaigns that have had the greatest impact in the US. Amazingly, they agreed on a top two.

In second place they came up with the advertising campaign for a hair colour product from the American company Clairol. It was called Miss Clairol. When it was launched in 1956, the idea of colouring your hair wasn't very popular with American women. However, the famous advertising executive Shirley Polykoff changed all that by producing advertisements with the slogan, *Does she ... or doesn't she?* It was an intriguing question and one which implied that if you used Miss Clairol, nobody would know whether your hair had been dyed or not. Suddenly, colouring your hair became a craze in America. Millions of bottles of Miss Clairol were sold and revenues went from \$25 million annually to over \$200 million. Even today, Clairol continues to be the world's biggest manufacturer of hair colour products.

In first place is an advertising campaign from sixty years ago which had a slogan which is still remembered and used today. At that time, De Beers, the world's largest diamond-producing company, wanted people to buy more diamond rings. New deposits of diamonds had been discovered in South Africa, so lots of diamond rings, necklaces and bracelets were being made, but very few people were buying them. The story goes that one night a young executive who was working late in the office found a picture in a magazine of a couple who were in love. Suddenly, she had an idea – a moment of inspiration. On the picture she wrote *A diamond is forever* – and that became the slogan for the campaign. Sales of diamonds rocketed, and today diamonds remain the most popular gemstone for engagement rings.

4 Read the text. Are the sentences true (T) or false (F)?

- 1 In New York in the 1950s, advertising executives used to earn a lot of money. ____
- 2 The brand images of many products today were created by advertising companies in the 1950s and 1960s. ____
- 3 The advertising history experts had the same view about which ad campaign was the best. ____
- 4 Miss Clairol is the name of today's biggest selling hair product. ____
- 5 After Shirley Polykoff's advertising campaign, there was a rise in the popularity of using hair colouring products in the US. ____
- 6 Since Polykoff's campaign, Clairol has been the most successful company in its sector. ____
- 7 Sixty years ago, De Beers was a small company. ____
- 8 De Beers couldn't sell all the diamond jewellery they produced. ____
- 9 A young executive was inspired to think of a famous slogan by looking at a magazine. ____
- 10 These days De Beers no longer use the slogan *A diamond is forever*. ____

Mark: ____ / 10

Writing

5 You ordered an expensive diamond ring from an online shop last week. When you received it, there were problems with the product. Read the problems and then write a letter of complaint.

- the diamond is smaller than shown in the photo
- the diamond has fallen off the ring
- there's a mark on the ring
- the ring is too tight

Write your letter. Use the plan to help you.

Paragraph 1: Explain why you are writing to them.

Paragraph 2: Give detailed reasons for your complaint.

Paragraph 3: State clearly what you expect the online shop to do about it.

Mark: ____ / 15

TOTAL MARKS: ____ / 40

Challenge!

6 Complete the text with the correct words (a–c).

The end of high street shopping?

Shoppers ¹ _____ the way they buy things, and in the future this will have a big impact on the high street. In a survey, a group of people under thirty ² _____ whether any of their recent purchases had been made in a high street shop, and ³ _____ a minority of them said yes, a ⁴ _____ 90% said no. Young people have owned ⁵ _____ to using the high street as a showroom – they go there to look for things they like, but they go home to buy them. As a result, some shops ⁶ _____ a new and ⁷ _____ way of selling on the high street. If you go into them, you ⁸ _____ any shop assistants or tills because you can't buy anything! They just display you what you can buy on the internet!

- 1 **a** change **b** are changing **c** changes
- 2 **a** asked **b** were asking **c** were asked
- 3 **a** although **b** but **c** however
- 4 **a** modest **b** whopping **c** tiny
- 5 **a** up **b** over **c** after
- 6 **a** develop **b** have developed **c** were developed
- 7 **a** innovative **b** chic **c** vintage
- 8 **a** don't find **b** didn't find **c** won't find