

ANGLAIS

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Ch. Bideau Wüst

Support de cours

UNIT 2

Market Leader Upper Intermediate, 3rd Edition Extra,
Coursebook with MyEnglishlab, Longman

Filière

Module 611-2

Informatique de gestion

Communication écrite

INTERNATIONAL MARKETING

VOCABULARY / UNIT 2

| | | | |
|---|--|--------------------------|---|
| to account for | représenter, justifier | to expand | se développer, s'étendre |
| to achieve | atteindre (objectif), réaliser (ambition), accomplir | an expansion | expansion, développement |
| actual | réel | a fake | faux, contrefaçon |
| actually | en fait | to feature | présenter, mettre en scène |
| to afford | avoir les moyens | a feature | caractéristique |
| to agree <u>with</u> sbdy | être d'accord avec qqn | a focus group | groupe de consommateur |
| an agreement | accord | to focus on | se concentrer sur |
| alluring | séduisant | a focus on | accent sur |
| to anchor | ancrer | to globalise | globaliser |
| to appeal <u>to</u> sbdy | attirer, tenter qqn | goods | marchandise, articles |
| appealing <u>to</u> | attirant, attractif, séduisant | the groundwork | fondation |
| to avoid | éviter | to grow | grandir, éllever, cultiver |
| the balance | équilibre | to grow up | grandir, devenir adulte |
| a balance sheet | bilan | the growth | croissance |
| a brand | marque | hand-made | fait main |
| to break into | percer (un marché) | a headquarter (HQ) | quartier général (QG) |
| a briefing paper | note d'information | to intend to do sthg | avoir l'intention de faire .. |
| to bring out (a product) | sortir, révéler (un produit) | intent <u>on</u> (to be) | être résolu à |
| care | soin | to lack | manquer |
| a ceiling | plafond | a lack | manque |
| high-ceilinged elegance | élégance haut de gamme | a launch | lancement |
| a chairman | président | a high-profile launch | lancement à haute visibilité |
| a chief executive | directeur général | to launch | lancer (projet, produit, fusée ...), mettre à l'eau |
| clothing | les vêtements | to lead | mener |
| a commercial | annonce publicitaire | leather | cuir |
| to compete <u>against</u> / <u>with</u> | faire concurrence, rivaliser | a lifestyle | style de vie |
| a competitor | concurrent | long-lasting | durable |
| confident | confiant | mailshot | mailing |
| to convey | transmettre | marketing mix | marketing opérationnel |
| current | actuel | middle-of-the-road | standard, modéré |
| currently | actuellement | an outlet | point de vente |
| customer retention | fidélisation de la clientèle | a pattern | motif, patron, modèle |
| deliberate | délibéré, mesuré, réfléchi | to plan | planifier |
| demanding | exigeant | a powerhouse | laboratoire |
| to depend <u>on</u> sbdy / sthg | dépendre <u>de</u> qqn / qqch | to produce | produire |
| to devise | concevoir, créer | a producer | producteur, fabricant |
| to disagree <u>with</u> sbdy | ne pas être d'accord avec .. | a product | produit |
| a disagreement | désaccord | a purpose | but, objectif |
| a drawback | inconvénient | a range | gamme, étendue |
| energetic | énergique | raw | brut, cru |
| to enter a market | entrer sur un marché | red tape | paperasserie |
| equipment | équipement | | |

INTERNATIONAL MARKETING

VOCABULARY / UNIT 2

| | | |
|----|---------------------|---|
| a | relentlessly | continuellement, sans arrêt |
| to | remain | rester |
| | resilient | déterminé |
| a | retail (price) | prix au détail |
| a | retailer | détaillant |
| a | root | racine |
| a | sample | échantillon |
| a | screw top | bouchon à vis |
| to | set up | établir, mettre en place |
| a | shape | forme |
| a | skill | aptitude, compétence |
| a | spice | épice |
| | spicy | épicé |
| a | STEP analysis | Sociological / Technological / Economic / Political |
| to | strike a compromise | trouver un compromis |

| | | |
|-----|--------------------------|--|
| a | survey | enquête, sondage, étude |
| a | SWOT analysis | Strengths / Weaknesses / Opportunities / Threats |
| a | target (market/audience) | marché/public cible |
| to | target at | cibler sur |
| | thorough | minutieux, approfondi |
| | toiletries | articles de toilette |
| a | training | formation |
| | upmarket | haut de gamme, riche |
| the | USP | Unique Selling Point |
| | wealth | richesse, abondance |
| | wealthy | riche |
| a | webcast | webdiffusion |
| a | wholesaler | grossiste, marchand de gros |
| to | withdraw | (se) retirer |
| a | withdrawal | retrait |

Some compound words

| | |
|-----|--|
| an | advertising <u>campaign</u> |
| a | consumer / customer <u>profile</u> |
| a | draft <u>agenda</u> |
| an | incredibly successful product <u>launch</u> |
| a | luxury-goods <u>company</u> |
| a | product <u>range</u> |
| | brand <u>awareness</u> |
| the | sales <u>figures</u> |
| an | extremely thorough sales <u>report</u> |
| an | extremely competitive marketing <u>environment</u> |
| | sales <u>forecast</u> |
| a | steadily improving <u>balance sheet</u> |

| | |
|-----|--|
| une | <u>campagne</u> publicitaire |
| un | <u>profil</u> de consommateurs / clients |
| un | projet d'ordre du jour (<u>ordre du jour</u> brouillon) |
| | <u>lancement</u> d'un produit incroyablement réussi |
| | <u>société</u> de marchandises de luxe |
| | <u>gamme</u> de produit |
| | <u>notoriété</u> de la marque |
| | <u>chiffres</u> de vente |
| | <u>rapport</u> de vente extrêmement minutieux |
| | <u>environnement</u> marketing extrêmement compétitif |
| | <u>prévision</u> de vente |
| | <u>bilan</u> en constante amélioration |

+ useful language p.19 ML

BEFORE YOU WATCH

A Read about Sony.

Sony

Sony began in 1946 in a bombed out department store in Tokyo. The company started out by repairing electrical equipment, but soon went on to build its own products. In 1954 Sony was granted a licence to make transistors and it made Japan's first transistor in May, followed shortly afterwards by the first all-transistor radio.

Since then Sony has led the field in invention and innovation, going on to produce the first colour TV, the colour video-cassette, the world's first home use video system, the Walkman, the micro floppy disk, the world's first CD player, the first commercial camcorder, 8mm video, the first digital VTR and so on through to the launch of the highly successful PlayStation in 1995.

The company has also expanded into the financial sector and has grown from 20 employees to over 100,000 around the world.

Founder Akio Morita recognised from the start that the company needed to regard the whole world as its marketplace rather than restricting its activities to Japan alone.

VIDEO VOCABULARY

The words and expressions in bold are from the video. Match them with their definitions (a-f).

- 1 We design webpages which will give a **teaser** or a good insight into the product.
 - 2 We tend to go for a **big bang** approach.
 - 3 We want as much **momentum** as possible around the product launches.
 - 4 Subtle differences are done to **comply** with the local culture.
 - 5 We use customer **testimonials** to share the experience of AIBO users with the market.
 - 6 The idea of using non-paid **ambassadors** is to capture the enthusiasm and passion of the owners.
- a) people who will represent the product and publicise its good points
b) accounts of personal experiences of the merits of something
c) a small piece of information that will tempt people to want to find out more
d) happening all at once and commanding attention
e) the force gained by the movement or development of events
f) act in accordance with, take into account

VIDEO ON

Now watch the whole of the interview. What do you learn about the way the AIBO is marketed?

Segment 1 (02:06 to 04:09)

A Before you watch Segment 1 again, read these questions.

- 1 What is new and different about the AIBO?
- 2 What examples does Wallid Norris give of what the AIBO can do?
- 3 What is the basis for Sony's marketing plan for the AIBO?

Now watch Segment 1 and answer the questions.

B Which of these questions does Wallid Norris mention as something that is addressed by Sony's marketing strategy?

- 1 Who are our customers?
- 2 Where do our customers get their information from?
- 3 What price should we sell our products for?
- 4 Where should our products be sold?
- 5 What kind of marketing mix do we need?
- 6 Are expensive customer surveys really necessary?

C Are these statements true or false?

- 1 The AIBO is designed for industrial use.
- 2 The AIBO can play music.
- 3 Sony expects its customers to form relationships with their AIBOs.
- 4 Sony doesn't know whether its customers use the Internet or not.
- 5 Customer surveys are vital to the Sony marketing plan.

Segment 2 (04:10 to 06:56)

A Before you watch Segment 2 again, read these sentences. What words could you use to complete them? The context provides a clue: the speaker either says the same thing in two different ways (2 and 4) or adds a similar idea (1 and 3).

- 1 We design web pages which will give a teaser or a good into the product.
- 2 We'll try to ensure that the press and PR announcement and the product launches are done, so on the same day across the world.
- 3 That's really to try and capture as much, as much momentum as possible around the product launches.
- 4 The local sales companies will execute, they will, the marketing for each Sony product.

Now watch Segment 2 and complete the sentences.

B Now watch Segment 2 of the video again and select the correct answer.

- 1 Which of these does Sony use to help market its products?
 - a) Print media, including newspaper and magazine adverts and in-store brochures
 - b) TV, radio and the web
 - c) All of the above
- 2 The strategic thinking behind the marketing plan is done by
 - a) Sony's customers.
 - b) local sales companies in the different European countries.
 - c) Sony's headquarters in Europe.
- 3 The implementation of the marketing plan is done by
 - a) Sony's headquarters in Europe working with local sales companies.
 - b) TV, radio and other communication channels.
 - c) Sony's customers.
- 4 The marketing of Sony's products
 - a) differs greatly according to the country concerned.
 - b) is essentially the same in all countries.
 - c) is exactly the same in all countries.

Segment 3 (06:57 to 10:07)

A Before you watch Segment 3 again, read these questions.

- 1 Why does Sony use existing customers to help market the AIBO?
- 2 How does Sony use its existing customers?
- 3 How does Sony monitor what its customers say about the AIBO?
- 4 What two measures of success does Wallid Norris mention?

Now watch Segment 3 and answer the questions.

B Use one of the words or expressions in the box to complete the sentences.

massive boost stimulating community marketing
level of satisfaction non-paid ambassadors

- 1 Wallid Norris calls existing customers who help promote the AIBO
- 2 Involvement of existing customers in product promotion is a form of
- 3 Exploiting the enthusiasm of existing customers gives a
Sony's marketing.
- 4 By listening in on forums and attending Club AIBO events, Sony's marketing executives can gauge the of its customers.
- 5 Encouraging customers to have fun with their AIBOs is a good way of the community.

1. NUMBERS

| | |
|-----------|--|
| 0 | nought (before a decimal), zero (on its own or before a decimal), 'oh' (tel. / fax / room numbers, ...), nil (football score), love (tennis score) |
| 25 | twenty-five |
| 325 | three hundred and twenty-five |
| 2,325 | two thousand, three hundred and twenty-five |
| 50,461 | fifty thousand, four hundred and sixty-one |
| 3,250 461 | three million, two hundred and fifty thousand, four hundred and sixty-one |

 The plural form of 'hundred', 'thousand', 'million', etc is used only when the quantity is not definite (no number before).

Example : Thousands of people were waiting outside.

2. BASIC MATHEMATICS SIGNS

| | |
|---------------|--|
| + | plus |
| - | minus |
| x | times / multiplied by |
| ÷ (or /) | divided by |
| = | equals |
| % | percent (or per cent) |
| 3^2 | three squared |
| 5^3 | five cubed |
| 6^{10} | six to the power ten / to the tenth |
| 6^{-5} | six to the power minus five / to the minus fifth |
| $\sqrt[2]{x}$ | The square root of x |
| $\sqrt[3]{x}$ | The cube root of x |
| > | (is) greater than |
| \geq | (is) greater than or equal to |
| < | (is) less than |
| \leq | (is) less than or equal to |
| \neq | is not equal to |

Example : $6 + 4 = 10$ six plus four equals ten.
 $8 \times 5 = 40$ eight times five / eight multiplied by five is forty.
 75% seventy-five percent of

3. DECIMALS

| | |
|--------|---|
| 0.2 | nought point two / zero point two |
| 0.25 | nought point two five / zero point two five |
| 5.5 | five point five |
| 14.183 | fourteen point one eight three |

4. FRACTIONS

| | | | |
|---------------|-------------------------|----------------|-----------------------|
| $\frac{1}{2}$ | a half | $\frac{1}{10}$ | one tenth |
| $\frac{1}{3}$ | a third / one third | $\frac{1}{16}$ | one sixteenth |
| $\frac{1}{4}$ | a quarter / one quarter | $1\frac{1}{2}$ | one and a half |
| $\frac{2}{5}$ | two fifths | $2\frac{3}{4}$ | two and three fourths |
| $\frac{3}{8}$ | three eighths | $5\frac{2}{3}$ | five and two thirds |

5. LENGTH AND SURFACE

| | | | |
|-----------------|---|--------------------|--------------------------------|
| 1 inch (in) | = | | 2.54 centimetres |
| 1 foot (ft) | = | 12 inches | = 30.48 centimetres |
| 1 yard (yd) | = | 3 feet | = 0.914 metre |
| 1 mile | = | 1,760 yards | = 1,609 metres |
| 1 nautical mile | = | | 1,853.18 metres (Commonwealth) |
| 1 acre | = | 4,840 square yards | = 0.405 hectare |

Example : The wall is 5 ft 9 in high and 30 yds from the house.
The car reached 50 mph (miles per hour).

☞ En français : 1 mille = 1481,5 m et 1 mille marin = 1852 m

6. WEIGHT

| | | | |
|--------------|---|-----------|-------------------|
| 1 ounce (oz) | = | | 28.35 grams |
| 1 pound (lb) | = | 16 ounces | = 0.454 kilogram |
| 1 stone (st) | = | 14 pounds | = 6.356 kilograms |

Example : The baby weighed 7 lb 4 oz.

7. VOLUME

| | | | |
|-----------------|---|---------|----------------|
| 1 pint (pt) | = | | 0.568 litre |
| 1 gallon (gall) | = | 8 pints | = 4.546 litres |

Example : He has bought two pints of milk.

8. DATE

| | | |
|-------------------------|---|--|
| 15/4/98 (USA : 4/15/98) | = | April the fifteenth, nineteen ninety-eight |
| 15(th) April 1864 | = | the fifteenth of April, eighteen sixty-four |
| March 19(th) 2008 | = | March nineteenth, two thousand and eight (USA) |

Example : She was born on October 8th 1933.

A. WRITE

The sentences below are written as they would be spoken.

Rewrite them as they would normally be written, i.e. using figures, numbers and signs.

- 1) Forty minus fifteen plus six is thirty-one.
.....
- 2) Ten per cent of the population earn less than seven thousand, five hundred pounds a year.
.....
- 3) Three times six is eighteen.
.....
- 4) Eighty-one divided by three is twenty-seven.
.....
- 5) Queen Elizabeth the First reigned from fifteen fifty-eight to sixteen oh three.
.....
- 6) The show is due to start at seven thirty p.m. on the second of August.
.....
- 7) It cost me six pounds seventy-five pence.
.....
- 8) Call me at any time on four double one four eight five oh.
.....
- 9) Our reference number is double four dash seven stroke five oh nine.
.....
- 10) The total cost is two million, four hundred and seventy-one thousand, eight hundred and fifty euros.
.....
- 11) The mixture is two thirds water.
.....
- 12) A litre is one point seven six pints.
.....
- 13) Twenty-two per cent of the candidates passed with distinction.
.....
- 14) The temperature was thirty degrees Celsius, that is eighty-six degrees Fahrenheit.
.....
- 15) Spain beat England three nil.
.....
- 16) France and Switzerland drew two all.
.....
- 17) The score stands at thirty love to Federer.
.....

B. SPEAK

Write the following sentences as they would be spoken.

- 1) This earring is 17.38 % gold.

.....

- 2) They cost £3.25 each.

.....

- 3) The score is 15:0 to Nadal at the moment.

.....

- 4) The population is 6,750,440.

.....

- 5) The picture measures 2'6½" x 5'8¼".

.....

- 6) The final score was 3:3.

.....

- 7) The course is beginning at 8.10 a.m. on 24th October.

.....

- 8) Servette FC won 1:0.

.....

- 9) Please note my reference no. 8/2-771.

.....

- 10) Our phone number is 344 2804.

.....

- 11) I'd like 1/8 of this cake.

.....

- 12) Edward VII died in 1910.

.....

- 13) $73 + 20 - 43 = 50$

.....

- 14) 45 % of the participants agreed with the decision.

.....

- 15) $4 \times 21 = 84$

.....

- 16) $129 : 3 = 43$

.....

- 17) 1 mile is 1.609 km.

.....

Revision & additional ex. from : *ML Business Grammar and Usage*

1 Whole numbers

We say *three hundred, six thousand, eight million*, etc. (There is no *s* at the end of these words.) BUT we add *s* for approximate numbers:

hundreds of people

millions of dollars, etc.

For figures over 100, British English, unlike American English, uses *and* between the hundreds and the tens:

327 BrE: three hundred **and** twenty-seven; AmE: three hundred twenty-seven

653 BrE: six hundred **and** fifty-three; AmE: six hundred fifty-three

We say *one thousand* rather than *a thousand* before a number of hundreds. The word *thousand* is not followed by *and* unless the figure is less than 1,100, 2,100, etc.

1,348 one thousand three hundred and forty-eight. (NOT **a thousand and three hundred*)

1,001 one thousand and one

6,087 six thousand and eighty-seven

2 Decimals

If we have to use a decimal we say *point*. Each figure is said separately:

| | | | |
|---------|--|------------------------------------|----------------------|
| | 0.35 | 0.5 | 6.75 |
| BrE/AmE | zero point three five | zero point five | six point seven five |
| BrE | nought point three five oh point three five | nought point five oh point five | |

3 Fractions

Fractions are expressed using ordinal numbers:

a third a quarter a half two-fifths three-quarters, etc.

1:4 is pronounced *a ratio of one to four* or *one in four*.

4 Pronunciation

Many figures are pronounced individually:

A Boeing 757 (seven five seven)

Flight BA 316 (three one six)

Your code number is 4215 (four two one five)

When speaking about money, we say the currency unit after the figure if it is a whole number:

\$75 seventy-five dollars

¥200,000,000 two hundred million yen

\$75.50 seventy-five dollars fifty cents (*or* seventy-five dollars fifty)

€16.50 sixteen euros fifty cents

A Saying figures aloud

Write down these figures the way they are said.

- 1 0.45
- 2 1.85
- 3 \$759
- 4 ¥125m
- 5 1/3
- 6 2/5
- 7 1:3
- 8 2001
- 9 Your account number is 342 5461
- 10 Your personal identification number is 3749

B In your situation?

Answer these questions.

- 1 What proportion of your time do you spend in leisure activities?
- 2 On average, how many children are born to each couple in your country?
- 3 What is the average take-home pay in your country?
- 4 What is the present rate of interest on a bank savings account?
- 5 What is the rate of inflation in your country?
- 6 What is the ratio of men to women at the workplace?

PART THREE**Questions 13–18**

- Read the article below about an image consultant who advises people on how to present themselves in the world of work, and the questions on the opposite page.
- For each question (13–18), mark one letter (A, B, C or D) on your Answer Sheet.

HOW TO MARKET YOURSELF

We manage our own careers now. So knowing how to brand and position yourself in the market as 'Me plc' at different stages of your working life is becoming an increasingly vital skill. At least that is what image expert Mary Spillane believes. 'Employment as we know it is decreasing. Jobs don't exist, work exists. In the next decade most of us will be suppliers, not staff. We will have clients not bosses. If you are under 30, you probably know that there is only one firm to join for life: Me plc. It promotes you and your potential to others.'

'We're working in multi-national, multi-cultural, multi-corporate teams and it's important to understand the implications of this. We need to create a personal brand that is unique, but complements the brand of the corporation we are working for. You have to find a way to do it so that you are not just a typical employee,' advises Spillane. 'You have to decide what central values you want to project, and also what may need to alter from situation to situation.'

Many people only remember Mary Spillane for the years she spent running a cosmetics company, but she actually has masters degrees in information science and politics. She used to hide that hard-hitting side, but is now eager to show it and forget about cosmetics. 'Now that I'm working in the boardrooms of major plcs and global companies, I'm playing up my degrees and management background so that the image side is seen only as an addition to the value side,' says Spillane.

Some contracts take longer than others. 'The City law firms I'm currently working for are really difficult because they don't have any idea of what their brand should be, and are still very

traditional even when talking about becoming modern. I'm showing them how to do everything from changing their reception areas – which tend to be very off-putting with their high-fronted reception desks – to how to make small talk that is less formal and rigid. Companies rebrand themselves all the time, spending millions on new office interiors and so on. But without an underlying change of attitudes, it can prove an empty exercise.'

She argues that for individuals too, there must be more than a surface change, as rebranding goes deeper than a mere change of wardrobe. Beyond advice on appearance, she tells clients, 'Remind yourself of what you are selling: the personal values that comprise your brand. Learn to present yourself in a way that will project what you want to deliver. Lifelong learning is essential, together with the sort of discovery and adventure that promote personal growth. Always have an up-to-the-minute CV ready to print out, refreshing it every few months with your most recent achievements, just to remind others of your brand value.'

She believes it is essential that you understand both your public self and your private self, as well as your blind spots and your potential, in order to create an effective brand. 'The public self is the image you project to the world, the private self is what you know about yourself but others don't, and blind spots are those things that others see about you but you can't see for yourself. By deciding what image you want other people to see, emphasising more of your private self and sorting out a few blind spots, you will increase not only your potential to influence others, but also your self-esteem and self-confidence.'

- 13 In the first paragraph, Mary Spillane says people should learn how to market themselves because
- A it encourages companies to give them a job for life.
 - B in the future it will be a company requirement.
 - C in many careers it is becoming difficult to succeed.
 - D it will help them adapt to developments in the job market.
- 14 Spillane says that, when creating a personal brand, it is important to
- A change things depending on the circumstances.
 - B decide what image people would like you to present.
 - C make sure that colleagues feel at ease with your image.
 - D follow the example of someone in the company you work for.
- 15 What do we learn about Spillane in the third paragraph?
- A She is embarrassed about her career with a cosmetics company.
 - B She doesn't like talking about her academic background.
 - C She has qualifications many people are unaware of.
 - D She worries about how other people see her.
- 16 Which problem does Spillane refer to when talking about the companies she is presently working with?
- A They find it difficult to accept her ideas.
 - B They are unaware of how to rebrand themselves.
 - C They don't want to spend large amounts of money.
 - D They are unwilling to modernise their work environment.
- 17 When advising people on rebranding themselves, Spillane tells them to
- A attend courses to gain specialist skills.
 - B update regularly their written proof of what they can do.
 - C try out different ways of presenting themselves to others.
 - D remember that what they look like is the most important point.
- 18 Spillane says that, in order to rebrand yourself successfully, it is important to
- A ask for other people's opinions about your image.
 - B feel confident about what you are trying to achieve.
 - C learn how to make use of all aspects of your character.
 - D model yourself on people with a certain amount of influence.

| | | | | |
|----------|----------|------------------|--|---------|
| Example: | A reason | B factor | C influence | D cause |
| | 0 | A B C D | <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> | |

| | | | |
|----------------|---------------|------------|--------------|
| 19 A present | B place | C settle | D rest |
| 20 A avoid | B control | C support | D protect |
| 21 A provide | B give | C deliver | D arrange |
| 22 A appoint | B specify | C assign | D prefer |
| 23 A relate | B realise | C identify | D connect |
| 24 A advantage | B concern | C benefit | D importance |
| 25 A extended | B associated | C fixed | D attached |
| 26 A charge | B instruct | C order | D bill |
| 27 A payments | B costs | C amounts | D earnings |
| 28 A pursue | B guide | C aim | D direct |
| 29 A join | B earn | C bring | D attract |
| 30 A thought | B created | C supposed | D caused |
| 31 A method | B performance | C attempt | D process |
| 32 A fails | B defeats | C breaks | D loses |
| 33 A produce | B lead | C result | D act |

PART FOUR

Questions 19–33

- Read the text below about product brands.
- Choose the best word to fill each gap, from **A**, **B**, **C** or **D** on the opposite page.
- For each question 19–33, mark one letter (**A**, **B**, **C** or **D**) on your Answer Sheet.
- There is an example at the beginning (0).

THE ROLE OF BRAND IMAGE

Although brand image is not the only (0) A why certain products are successful, it is an extremely important part of an overall marketing strategy. In fact, many manufacturers (19) such a high value on their brands that they employ legal experts to (20) them from misuse by imitators and counterfeit traders. In addition, companies (21) employees with handbooks which (22) how their logos should be used – for example the size and colour of graphics and suitable ways of displaying the product.

Originally the brand was little more than a graphic that helped people to (23) a particular product, but as advertising developed, it grew in (24) As the famous brands became (25) with quality in the minds of consumers, manufacturers found they could (26) top prices for these products in order to recover some of the heavy (27) of advertising. As firms realised their potential value, brands quickly became registered trade marks. Today, branding is widespread and is used to sell both products and services.

Most companies (28) to achieve 'multiple appeal' with their brands. This means that the brand appeals to people of different age groups and lifestyles. The problem for the brand manufacturer is how to keep old customers and at the same time to (29) new ones.

A powerful brand is good for sales, but first this has to be (30) and then maintained through a continuous (31) of image design and advertising. If multiple appeal (32) , then regular evaluation of the brand will show this and should (33) in the product being redesigned or the advertising being changed.

BEC Vantage Writing Part 1, Sample 2

PART ONE

- You are the Managing Director of a manufacturing company. Your factory will soon have a visit from health and safety inspectors.
- Write an **email** to your department heads:
 - saying how long the inspection will take
 - explaining why the inspection is necessary
 - telling them how they should prepare for the inspection.
- Write **40–50 words**.

