**404, the story of a page not found**

1. Choose the correct option to complete the sentence

* Renny Gleeson helps startups companies
* The contest Renny Gleeson organized lasted 24 hours
* Athletepath found a video that illustrate the”404 feeling”
* The contest helped the businesses to think carefully their identity

2. R. Gleeson says: “And what they learned was that little things, done right, actually matters, and that well-designed moments can build brands”

* How did the 404 contest helped the startups to build their brands?

The 404 contest helped the startups to build their brands by creating well-designed, memorable moments that help people remember the company and associate good emotions with it.

* What have learned from watching this video?

3. Choose the correct option

1. C strike
2. B made a mistake
3. B insult
4. C starts to have an effect
5. C a moment of understanding something
6. A understood

4.**Complete and extend the sentences** **in your own words**

1.    Before my holiday, I made a list of things to do, but a couple of things fell through the cracks due to unexpected events.

2.    When my friend told me he hates heavy metal, it felt like a slap in the face.

3.    I was no good at parties at school and I never really figured out.