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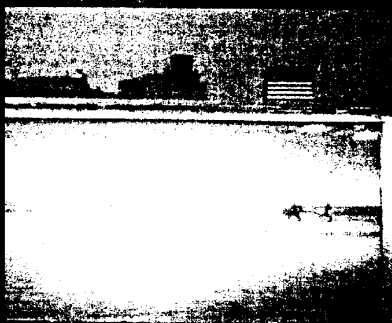
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Tiếng Anh chuyên ngành

English for Marketing & Advertising

Sylee Gore

EXPRESS SERIES



NHÀ XUẤT BẢN ĐỒNG NAI



204L

English for Marketing & Advertising

EXPRESS SERIES

Sylee Gore

TRUNG TÂM THÔNG TIN - THƯ VIỆN
TRƯỜNG ĐẠI HỌC VĂN HÓA,
THỂ THAO VÀ DU LỊCH THANH HÓA
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NHÀ XUẤT BẢN ĐỒNG NAI

English for Marketing & Advertising

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About the book

In today's business world, anyone working in marketing or advertising needs English in order to do their job. Whether you are talking to clients, discussing new advertising campaigns for your company, establishing a new marketing plan, or writing a press release – you will be using English more and more.

English for Marketing and Advertising is aimed at anyone who works in marketing and advertising. The book covers all the essential responsibilities of marketing and advertising departments. There is particular emphasis on the relevant vocabulary and speaking skills needed to work efficiently in English. Telephoning, emailing, meetings, and presentations are practised, alongside the important specialist vocabulary relating to branding, market research, advertising rates, direct marketing, and public relations.

English for Marketing and Advertising consists of seven units. Each unit begins with a **Starter**, which consists of small exercises, brainstorming, or a quiz. Following this there are dialogues, texts, and authentic documents along with a variety of exercises which allow important vocabulary and expressions to be learnt in context. Realistic listenings (dialogues, presentations, lectures) on the accompanying **MultiROM** allow you to practise your listening comprehension and to improve your communication skills. Throughout the units you will be referred to the **Partner Files**, where you will have the opportunity to practise all the language of the unit in realistic role-plays.

English for Marketing and Advertising deals with important topics relating to this sector, such as finding customers, marketing strategies and tools, creating ads, and trade fairs. Every unit ends with an **Output** text, which addresses the topic of the unit and leads to discussion. Finally the book closes with a fun crossword to **Test yourself!** on all you have learnt over the previous seven units.

At the back of **English for Marketing and Advertising** you will find the **Answer key**, which you can use to check your answers. You will also find the **Partner Files**, a **Glossary** and an **A-Z word list**. This includes a column of phonetics and a space for you to write the translations of the words in your own language. You can also use the **Useful phrases and vocabulary** section if you need to look up expressions quickly whilst at work.

The **MultiROM** contains all the **Listening extracts** from the book. These can be played through the audio player on your computer, or through a conventional CD-player. In order to give yourself extra listening practice, listen to it in your car or copy to your MP3-player. The **Interactive exercises** let you review your learning by doing **Useful phrases, Vocabulary, and Communication** exercises on your computer, which will be particularly valuable if you are using the book for self-study.

1

Introduction to marketing and advertising

STARTER

Look at the following marketing and advertising activities. Can you add any?

Doing market research

Liaising with the sales department

Providing support for customer service

Drawing up a marketing plan

Showing visitors around the company

Writing press releases

Commissioning advertising

Creating advertisements

Presenting at a trade fair

Talking to customers

Speaking to journalists

Reading trade magazines



Now answer the questions.

- 1 Are all of these activities done in your company? If not, which ones are outsourced?
- 2 Which of the activities are you responsible for? Which are most important in your job?
- 3 Who do you speak to in English? What about? What English texts do you read? What do you write in English?
- 4 What is the most difficult to do in English?

1 Look at the following extracts from job advertisements. Match the titles to the job descriptions.

brand manager • director of marketing • head of PR • marketing assistant

1 His or her primary responsibility is to provide direct support to the media buyers. S/he will also track media mentions, support customer service, manage our relationship management tools, and provide other assistance within the marketing department when needed.

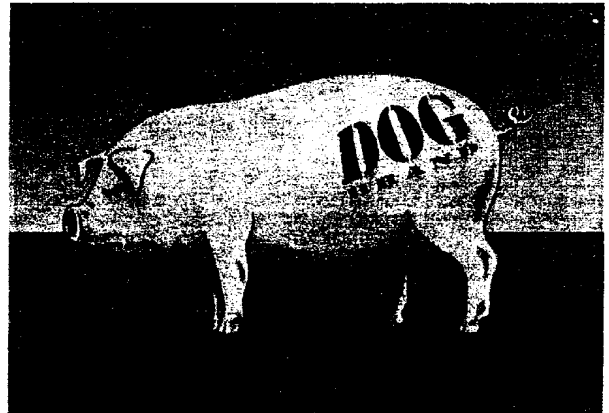
3 The job involves managing all aspects of public relations, publicity, etc. The right person will have solid writing skills and strong relationships with the appropriate media outlets. The position reports directly to the CEO. The salary is based on experience.

2 The successful candidate must be an excellent manager and have a proven track record in leading a large department. The mission is to develop and execute a comprehensive marketing plan that reinforces our leadership position. Direct responsibilities include media relations, PR, marketing communications, planning, and more.

4 You will be responsible for developing and executing brand strategies and marketing initiatives for an assigned product line to meet revenue, profitability, and budget targets. Requires strong knowledge of marketing principles and practices, and the ability to lead cross-functional teams to accomplish a successful go-to-market strategy. This position reports directly to the Director of Marketing.

2 Match words from each column to make collocations from the job ads. Then match the collocations to the definitions (a–g).

- | | |
|------------|----------------|
| 1 media | knowledge |
| 2 customer | line |
| 3 brand | mentions |
| 4 product | relations |
| 5 strong | responsibility |
| 6 primary | service |
| 7 public | strategies |



- a a related series of items sold by a company (e.g. education software titles offered by a publisher)
- b the department that deals directly with consumers
- c communication with the general public

- d items where the company's name is seen in newspapers, magazines, and websites
- e main task or function
- f good understanding
- g ways of promoting a brand

3 Here are some more jobs and companies involved in marketing and advertising. Match them to the descriptions.

ad agency • art director • copywriter • graphic designer • market research firm • PR officer

- 1 One of this person's responsibilities is to create logos.
- 2 This company is responsible for creating advertisements.
- 3 This company might conduct a survey to find out more about your customer.
- 4 This person supervises the design staff.
- 5 This person interacts with the media to communicate important company information to the public.
- 6 This person writes the text for advertisements.

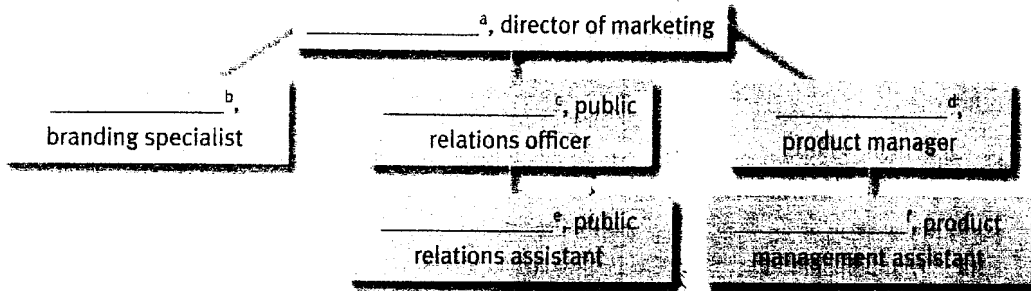
4 Think about your job responsibilities and write an ad for your own job (or the job you would like to have). Here are some phrases to get you started.

USEFUL PHRASES

Talking about job descriptions
 The job involves ...
 You /The successful candidate will be responsible for ...
 The right person will be in charge of ...
 Direct responsibilities include ...



5 Anna works in a medium-sized sporting goods company and is telling a new business partner who's who in the department. Listen to the dialogue and complete the organigram.



Listen again and complete the sentences from the dialogue.

- 1 We have separate _____ for sales and marketing.
- 2 I'm the public relations _____ here.
- 3 I _____ directly to Sabrina, who's the _____ of marketing.
- 4 If you need to talk to somebody about individual _____, then you should contact Vittore or his _____, Thomas.
- 5 Sylvia is _____ for the image of our various brands.

6 Now draw an organigram for your own company or department. Use the following words and phrases to describe yourself and the people you work with.

to report to

to supervise

to answer to

to be in charge of

to be responsible for

I report to the director of sales and marketing.



7 Representatives of three companies – a bank, a budget airline, and a car company – are giving presentations on their companies. Listen and make a note of each company’s brand values.

- Company 1: quality _____
- Company 2: _____
- Company 3: _____

Which company is the bank, which is the budget airline, and which is the car company?



8 Listen again and complete these sentences from the presentations with words from the box.

associate • communicate • emphasize • external • obvious • project • promote • remind • reputation • widely

- 1 We have three main brand values which we try to _____ in all our internal and _____ communication.
- 2 Our customers _____ us with the highest quality products.
- 3 Our products are _____ seen as the safest on the market.
- 4 That’s something we can _____ through our brand.
- 5 We have always had a _____ for coming up with new products and we try to _____ that through our brand.
- 6 For us, the customer always comes first and we want to constantly _____ both ourselves and our customers of that fact.
- 7 That’s something we continually _____ in our marketing.
- 8 Hopefully that is _____ from our logo and corporate design.

BILLION-DOLLAR BRANDS

There are about fifty brands in the world which generate one billion dollars' worth of sales. The category with the largest number is the beverage industry. Four tobacco brands and three snack foods are also in the list. IT, diapers, soup, detergent, telecoms, chewing gum, film, and razors also feature. Can you name any of these brands? Which are the biggest in your country?

9 Look at the adjectives below and write down a company or product you associate with each one. Then compare your results with your partner. Did you write down any of the same companies/products?

- | | |
|-----------------------------|----------------------|
| reliable: _____ | trustworthy: _____ |
| easy to use: _____ | innovative: _____ |
| luxurious: _____ | unusual: _____ |
| good value for money: _____ | user friendly: _____ |

Which characteristics do you want people to associate with your products or services? Why?

What are your company's brand values (or what should they be)? Does your company have a slogan? What is it?

10 Work with a partner. First use the profiles in the Partner Files to discuss the brand values of 'your' company, the national rail service. Then present your ideas to the rest of the class.

USEFUL PHRASES

Presenting your ideas
 We think / feel that ...
 In our opinion, the best options are ...
 The most effective values for our company would be ...



Partner A File 1, p. 62
 Partner B File 8, p. 63

11 How many expressions with brand do you know? Match the terms in the box with their definitions.

brand awareness • brand equity • brand extension • brand identity • brand image •
 brand loyalty • brand name • branding • derived brand • off-brand

- 1 What a brand is called.
- 2 How much people are aware of a brand.
- 3 What a company wants people to think about a brand.
- 4 What people actually think about a brand.
- 5 When a product doesn't fit the company's brand.
- 6 The value (either monetary or not) that a brand adds to a product or service.
- 7 When people like a brand and buy it again and again.
- 8 When a product or service is associated with a brand.
- 9 When an existing brand is used to support a new range of products.
- 10 When a component of a product becomes a brand in its own right (e.g. Intel in PCs).

OUTPUT

Read this article from *The Marketer's Guide* and answer the questions.

Brand love *by Peter Vane*

Branding, branding, branding: If you haven't heard the word, you've been under a rock for the last, oh, ten years. But is all the talk about branding just so much hype?



In a word: no. I think that branding is the most important point your company can consider – and everyone should consider it. And those of you who sell to companies – office chairs, obscure chemicals, you know who you are – you should be paying attention too.

It's not enough just to have everyone recognize your brand name or your logo. Branding is about connecting, after all, and everyone in marketing needs to know how to make their product connect to their customer. The best brand has a rational as well as an emotional appeal, and speaks to your customer's head as well as his or her heart. You



want your brand to be something the customer knows is the best – and feels is the best too.

Today, everyone's talking about iPods, and not just as state-of-the-art musical devices. When people talk about their iPods, you might think they're talking about a best friend: 'I'd never go anywhere without it! 'If I had to choose between my iPod and my girlfriend, well ...' Despite the number of me-too products designed to compete with the iPods, the original still has the largest market share. Why? Brand loyalty.

And remember, once you've inspired brand loyalty in your customers, you can't betray them and change the story of your brand. Cadbury, for example, has a reputation for their chocolates. But when they introduced Cadbury's *soup*, it flopped. The problem was that the product was off-brand, and didn't fit with the expectations people had about Cadbury's products.

So remember that when you're telling a story about your product, the story has to be consistent. Very few products live forever. iPods might already be yesterday's news. But establish your brand, and people will remember it. When Apple introduces its next new idea, millions of people will be paying attention, ready to fall in love again.

OVER TO YOU

- How important is branding to your company? How important is it in your culture?
- Make a list of brands you like and brands you don't like. Explain your feelings. (Did you have a bad experience with the brand? Was it advertised with an amusing or a horrible commercial?)

2

Finding the customer

STARTER

Tricia works for a small sporting goods store in Manchester. Look at what she says about her typical customer.



— Our typical customer is health-conscious and enjoys keeping fit, but doesn't play sport professionally. He or she is more interested in sport as a hobby. Our customer is more concerned with good value for money than with having cutting-edge fashions and designs. —

Who is your typical customer? Write a profile of this person. How is this information reflected in your marketing strategy? What are some of the ways you learn more about your customers and their needs?

1 Use the words in the box to complete the following list of ways to learn about your customers.

clients • competitors • find out • listening • loyal customers •
new trends • sales records • search terms

- 1 Email loyal customers directly with one or two questions.
- 2 Examine the _____ that people type into your website's search function. Which items are people looking for?
- 3 Schedule a social event, such as a wine tasting, for existing or potential _____, and use this as an opportunity to _____ more about what they want.
- 4 Compare your marketing approach with that of your _____. What areas are they targeting that you aren't?
- 5 Read trade journals to learn about _____. This will help you stay ahead of the competition.
- 6 Study your _____ to see what facts you already have about the people who buy from you.
- 7 Spend time in a shop or at a trade fair _____ to people. What do they talk about? What questions do they ask?

Now work together with a partner to decide which methods are best for researching:

- a a new product or service
- b an existing product or service.



2 The marketing team at Euphony, a telecoms company, wants to research the market for mobile phones made specifically for children. Listen to the following discussion between three members of the team and make a note of the six data collection methods they mention.



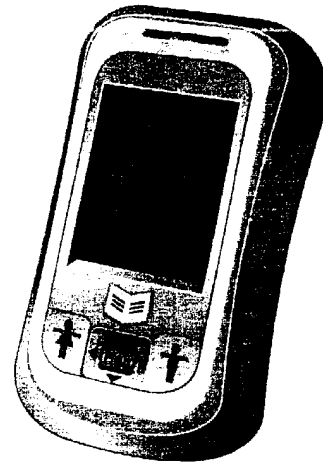
Data collection methods

- 1 postal survey
- 2 _____
- 3 _____
- 4 _____
- 5 _____
- 6 _____

What advantages and disadvantages do the different methods have? Which is the cheapest? Which is the most expensive? Listen again if necessary.

DID YOU KNOW?

Market research terms vary between Britain and the US. For example, an *individual interview* in Britain is often called a *one-on-one* or an *in-person survey* in the US, a *street interview* is called a *sidewalk survey*, and a *postal survey* is called a *mail survey*.



3 Listen to the dialogue again (or look at the transcript on page 69) and find words to fit the following definitions.

- 1 useful answer: _____
- 2 a survey group which is not typical of a target group: _____
- 3 model of a product in development: _____
- 4 percentage of people who complete a survey: _____
- 5 the group of people a company wants to sell to: _____
- 6 information known about a customer: _____

Now complete the sentences below using the correct form of the words you have found.

- a Rolex's _____ is wealthy people who see a watch as a status symbol.
- b When you log on to a website, the pages you look at and the amount of time you spend on them are saved in your _____.
- c Even the best-designed surveys only have a _____ of about 4%, so don't set your expectations too high.
- d A _____ will make the data you gather worthless, so think carefully about who fills in your questionnaires.
- e We did an online survey but we didn't get many _____. Most of the visitors to our website aren't customers.
- f Once the product development department has created a _____, we can display it at trade fairs. I'm sure it will attract more people to our stand.

4 Look at these other methods for assessing available information and collecting new information about your customers. Sort them into the correct category. Can you add any more to the table?

desk / field research

purchasing information

feedback forms

email surveys

~~opinion polls~~

panel surveys

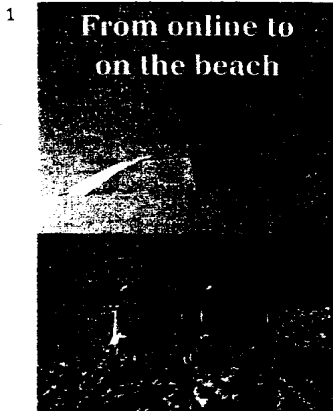
pre-testing

~~sales statistics~~

<i>Sources of available data</i>	<i>Collection of new data</i>
<ul style="list-style-type: none"> <input type="checkbox"/> <i>sales statistics</i> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> 	<ul style="list-style-type: none"> <i>opinion polls</i>

Have you ever used any of these methods or the ones mentioned in the dialogue in exercise 2? Which gave the best results? Why?

5 Look at the following scenarios. Work with a partner to decide which data collection method is best for each one. Try to use phrases from the Useful Phrases box below to give your opinions and to agree or disagree.



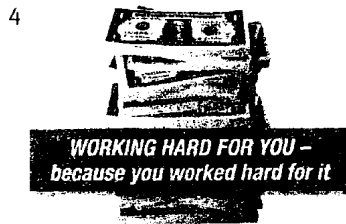
An online travel agency wants to know how satisfied its customers are with its services.



A beverage company wants to test three new soft drinks.



A local transportation company wants to gather demographic information on its current passengers.



A financial consulting firm for very wealthy people wants to introduce a new wealth management package.

USEFUL PHRASES

<p>Giving your opinion I think / feel that ... It would be great to ... We definitely should ...</p> <p>Asking others for their opinion What do you think, [Mark]? [Harry], do you agree? [Wendy], would you like to say a few words about that?</p>	<p>Agreeing Me too. Me neither. / Neither do I. That's true. Good point.</p> <p>Disagreeing I don't think ... Sure, but ... I see what you mean, but ...</p>
--	---



6 Heike, one of the members of Euphony's marketing team, is calling Greg at Inside the Market, a market research firm in the UK. Listen to the conversation and complete Greg's notes.

- Heike - Euphony
- needs survey for _____¹
 - _____² survey is best
 - _____³ target group
 - qualitative and _____⁴ data:
 - price and _____⁵ the phone should have
 - number of people interested, what willing to pay
 - basic demographic information:
 - _____⁶ and _____⁷
 - call Heike back on _____⁸



Now complete this extract from the conversation. Then listen again and check your answers.

Greg Any _____¹ details? Should we ask about their _____² and values towards children, for instance?

Heike That would be interesting information, of course but to be honest, we don't want to _____³ the _____⁴. If it's too long people will just get _____⁵.

7 The marketing research firm has prepared the following script for the telephone survey. Work in pairs to ask and answer the questions.

Inside the Market

Project number: 185083

Internal Title: Euphony Mobile for Children Survey

Hello, my name is [name], and I'd like to ask you a few questions about mobile phones for children. Do you have a few minutes?

[if caller agrees]

Great, thank you. So, I'm calling on behalf of a company which wants to make a mobile phone specifically for children.

1 Could I ask you how much you would pay for the phone?

£40
 £80
 £120
 £160

2 How important are the following features to you?

	very important	important	not very important	unimportant
a colourful design				
a headset				
light weight				
long battery life				
built-in tracking				
being able to pre-programme numbers				

3 What other features are important to you?

4 How interested would you be in buying such a product?

very interested
 interested
 not very interested
 not interested

Do you think this is a good survey? Why or why not? Are there any questions you would add or change?

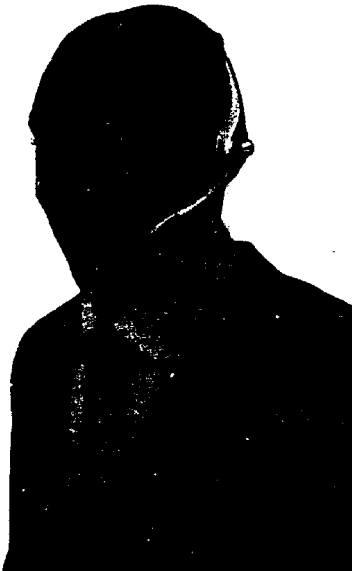
8 The questions below were taken from a survey. Use the words in brackets (and the correct tense) to complete them.

- 1 How many calls _____ (you / make) per day with your mobile phone?
 1-3 a day 3-5 a day 6+ a day
- 2 When _____ (you / buy) your phone?
 less than 2 years ago 2-3 years ago more than 3 years ago
- 3 What _____ (convince) you to buy the phone you currently have?
 price features other _____
- 4 Why _____ (you / want) to buy a new phone now?
 old one doesn't work want more features
 want the latest model other (please specify) _____
- 5 _____ (you / ever / buy) a mobile phone for someone else?
 yes no
- 6 _____ (anyone / ever / give) you a mobile phone as a gift?
 yes no

Now ask your partner the questions and note his /her answers. How could a mobile phone manufacturer use this information?

USEFUL PHRASES

- Asking questions**
- Could I ask you how much you would pay for the phone?
 - How important are the following features to you?
 - What other features are important to you?
 - How often would you ...?
 - Can you tell me more about that?
 - When did you last ...?
 - Have you ever used / purchased a ...?
 - What would you like / be willing to ...?



9 Work with a partner to decide on a market research plan for 'your' company, a budget airline. Use the profiles in the Partner Files to decide on methods and to brainstorm survey questions.

PARTNER FILES

Partner A File 2, p. 62
 Partner B File 11, p. 63

- 10** Greg has presented the following summary of results. Read it through and match the headings from the box to the sections.

Appendices • Major findings • Purpose • Secondary findings

Inside the Market

187 Piccadilly • London W1J 9LE • United Kingdom
 Telephone: +44 (0)20 7439 9920 • Fax: +44 (0)20 7494 1310
 Email: greg.whelek@insidethemarket.co.uk

Executive summary

_____ 1

To decide what the demand is for a child-specific mobile phone, to see what features are important to the target market, and to gauge interest in the product.

_____ 2

It is very important to restrict the numbers that can be dialled and to include a headset. A tracking system is somewhat important. Potential customers are willing to pay up to 100 GBP for such a product. Respondents with children or with close relatives who have children are very interested in buying such a product. Parents are very concerned about the possible health dangers of children using mobile phones.

_____ 3

Design and size are unimportant, but the product should be durable.

_____ 4

1) Demographics
 2) Tabulated survey information
 3) Selected comments

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 TRƯỜNG ĐẠI HỌC VĂN HÓA,
 THỂ THAO VÀ DU LỊCH THANH HÓA
PHÒNG MUON

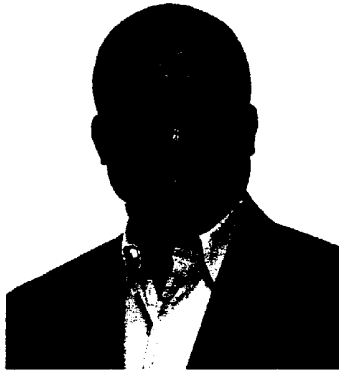
Now decide whether the statements below are true or false. Correct the false statements.

- a One goal of the survey was to see how interested people are in a mobile phone for children.
- b Parents want their children to be able to dial any number.
- c People without children are also interested in buying mobile phones for children.
- d Parents think that mobile phones might be harmful to children.
- e Respondents said they want the phone to be small and last a long time without breaking.

OUTPUT

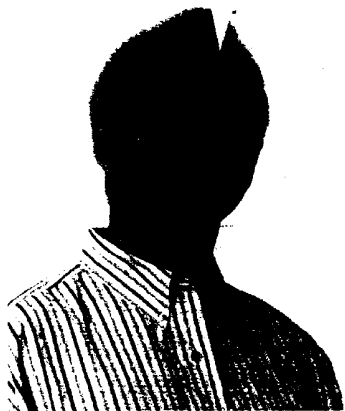
Read these comments about market research and say which opinion(s) you agree with.

Every company should examine their product line carefully at least once a year. The best way to do this is with market research. And, ideally, people in the company should be involved in the research process. Otherwise, you risk becoming out of touch with your target market. My boss, Alison, is always saying 'I don't think customers would want that.' When did she last speak to one of our customers?



When I think of market research, I think of that old saying: 'Begin with the end in mind.' If you want clear results you can use, you have to tell your market research firm exactly what you want. Don't let them be creative or make their own suggestions. Remember: you're the one in charge.

Market research? I'm sorry, but I think it's a complete waste of time. I know exactly what my customers need already. The challenge isn't giving them what they want, but giving it to them at the price that they want.



I think that most companies spend too much time speaking to their customers about what they want, and not enough time looking at their competitors. It's not just competitors in their own field. Everyone in your focus group might agree that you make the best chocolate bar in the business, but that doesn't help you sell your products if no one wants to eat chocolate!



OVER TO YOU

- How do you analyse your competitors?
- Do you think market research is worth doing in your company (or industry)? Why or why not?
- What are the advantages of doing your own market research versus outsourcing it?

3

Planning a marketing strategy

STARTER

Which of the following points do you discuss when drawing up a marketing plan? Are there any factors you can add?

current position

marketing activities (past and present)

sales projections and costs

results from last year

analysis of competitors

objectives

marketing tactics

problems and opportunities

benchmarking

marketing strategy

implementation

situation analysis (target market, competitors, economic climate)

AUDIO



1

Martin is the marketing manager of a telecommunications company. He is telling his colleagues about the marketing mix for a new product. Listen and take notes on the four Ps.

- Product have everything you need to connect to the Internet,
- Price _____
- Placement _____
- Promotion _____





Now listen again and complete the phrases from the presentation.

- 1 The _____ of our cable package are that you get ...
- 2 We will be _____ customers through ads on ...
- 3 Our product will then be immediately _____ to customers in ...
- 4 We will _____ that customers will have ...
- 5 We haven't _____ a price yet ...
- 6 Because our product is in the _____ phase, our _____ model should ...

2 Which words in the box are used to talk about which P? Sort them into the correct category.

advertising • appearance • channels of distribution •
 discount • financing • list price • location • logistics •
 media • public relations • quality • service

Product _____

Price _____

Placement _____

Promotion _____

Can you add any more words to the categories?

DID YOU KNOW?

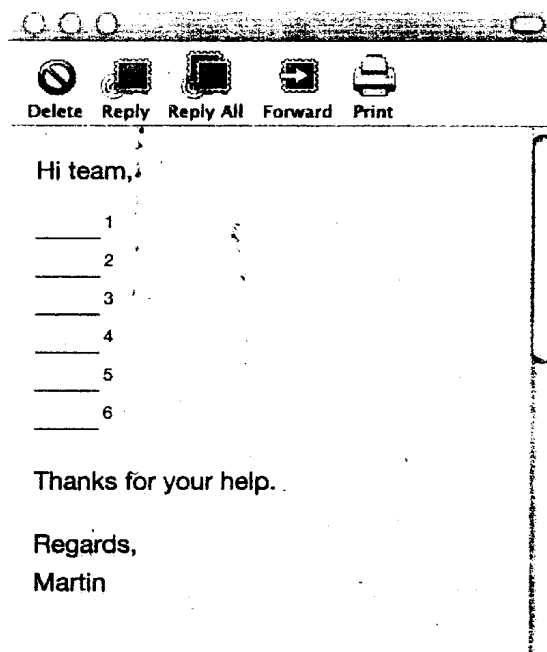
When people talk about the marketing mix, they often refer to the four Ps: product, price, placement, and promotion. Some people use the term *place* instead of *placement*; both terms are just another way to refer to distribution. Some people also talk about seven Ps and include *people* or *participants*, *processes* (takes service into account), and *physical evidence* (the appearance of your business).

3 Use the following chart to make notes on the four Ps of one of your company's products or services. Then use your notes to give a short presentation of the product or service to the class.

<p>Product What are the important aspects of your product? Why do people want to buy your product?</p>	
<p>Price What factors affect your price?</p>	
<p>Placement When and where is your product available to customers?</p>	
<p>Promotion List the ways in which you reach customers. What are your contact points?</p>	

4 Martin is organizing a meeting to discuss the prices for the cable Internet package. Put the following sentences in the correct order to complete the email.

- a Could you have a look and let me know if there's anything you'd like to add or change?
- b As you probably know, we need to think about scheduling a meeting to discuss our pricing strategy for our new cable Internet package.
- c Hope you all had a nice weekend.
- d Please let me know if you can attend by the end of the day.
- e How about next Tuesday at 9 a.m.?
- f I'm also attaching an outline of what I'd like to talk about.



USEFUL PHRASES

Writing emails

Remember that not all emails are informal. Business emails to people outside the company tend to be like letters; they follow certain conventions (see below) and are written with punctuation and capital letters. Errors can give a bad impression, so be sure to check your spelling using an online dictionary or the spellcheck function of your email program.

Greetings and closes

Dear Ms Flores—Yours sincerely (*very formal*)
 Hello Geoff—Best wishes (*neutral*)
 Hi Martin—All the best (*less formal*)

Pleasantries

Hope all's well with you.
 Hope you (all) had a nice weekend.
 How was your weekend?

Closes for saying thank you

Many thanks.
 Thanks for your help.
 Cheers (*informal & British*)

Tip

Remember to capitalize the first letter in an email (or letter):

Dear Mr Steinblatt
 Thank you for your message ...

5 Look at three replies to Martin's email. Use the words in the box to complete the them.

attachment • attend • best • cheers • hope • input • mind • postpone • see

Hi
 Just wanted to let you know that I can _____¹
 the meeting. I've looked at your outline and can't think of
 anything to add. _____² you on Tuesday.

Hi Martin
 I'm still at the conference in Darmstadt and
 won't be back in town until Wednesday.
 Would it be possible to
 the meeting on Thursday or Friday?
 Thursday and Friday are all but the best
 you my ideas by email. By the way,
 couldn't open the _____³ you
 you were in _____⁴ you

Hi Martin
 Tuesday morning is fine for me. I noticed that
 you didn't send your message to Laura. Would
 you _____⁵ if I invited her to join
 us? It might be useful to have her.
 _____⁶ I'll have a look at the
 attachment and will get in touch if there's
 anything missing.
 _____⁷ you had a nice weekend
 too.
 All the best _____⁸
 Graham

6 Now read the attachment that Martin sent to his team and find words or phrases that mean the following:

- 1 when a customer pays the same fee each month / year / etc.
- 2 to sell a group of things (like products or services) as a package
- 3 reduced price
- 4 another word for *product launch*
- 5 enhanced features or services that customers have to pay more money for



Cable Internet package pricing model

I have a few questions I'd like everyone to think about in advance of the meeting. As you know, we're introducing a new DSL package, and we need to decide what we should be charging for our services. Some points to consider are:

- What should our pricing model be? A monthly flat fee or charge by data volume?
- Do we want to offer different prices in different regions?
- Should we bundle our services and offer a discount?
- What about adopting a penetration pricing strategy for the roll-out? How long should these prices be valid for (3 months, 6 months, ...)?
- What optional extras shall we offer (e.g. guaranteed 24-hour servicing)?

Please think about these questions, and we can discuss everything in more detail

7 Match these different pricing models to the definitions.

- | | |
|---------------------------|---|
| 1 captive product pricing | a pricing goods/services as cheaply as possible |
| 2 economy pricing | b charging a high price for an item where you have a competitive advantage |
| 3 geographical pricing | c charging a high price for a unique high-quality item |
| 4 penetration pricing | d pricing goods at a very low price to encourage people to buy them – often the prices are later raised |
| 5 premium pricing | e pricing according to area where goods are sold |
| 6 price skimming | f pricing one item very low and its complement very high |

Now decide which model is being discussed.

A Naturally we need to price our goods lower in countries with a lower per-capita income.

B We at Chamonix Écrit believe the quality of our pens justifies their cost.

C These low prices will only be in effect for the first six months. After that they will be raised by 10–25%.

D Yes, the printers we sell are inexpensive, but we charge quite a bit for the ink cartridges.

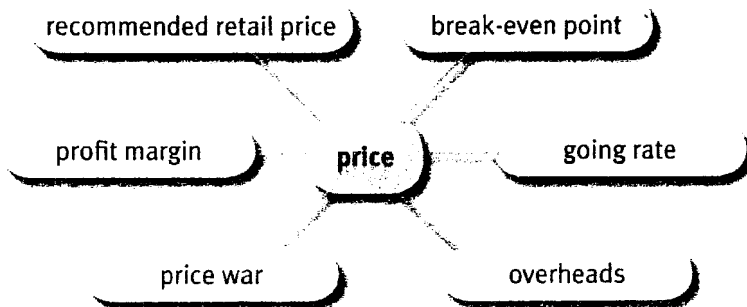
E Our own-label brands sugar, flour, and milk have much lower prices than the brand-name competitors.

8 Martin and two members of his team are meeting to discuss pricing. Use the profiles in the Partner Files to take part in the meeting. Try to use the phrases on page 14 for giving your opinion and for agreeing or disagreeing.



Partner A File 3, p. 62
 Partner B File 9, p. 63
 Partner C File 10, p. 63

9 Look at these terms used to talk about pricing. Can you add three more?



Now use the words to complete the sentences below.

'Looking at the competition, €25/ month seems to be the _____¹. It's what most people are charging.'

'We can sell the modems for €100 each. They only cost €20 in total to produce and distribute, so we would have a healthy _____² of €80.'

'€59.99 is a good _____
 _____³. We can suggest that stores sell it for that much, but if they want to use it as a loss leader and sell it for less, then that's fine too.'

'What I'm afraid of is an all-out _____
 _____⁴, when our company and the competition are all fighting for the same customers. We don't want to cut our prices so low that we go out of business.'

'We need to establish our _____⁵. When does the amount we're earning cover our costs?'

'Luckily, we have low _____⁶. Our rent is very low, and we got a great deal on our office equipment.'

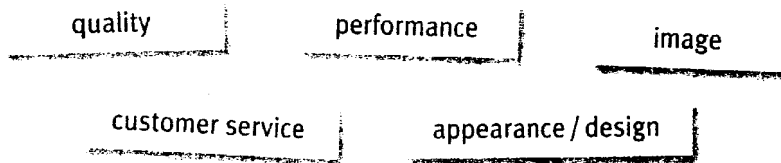


FULL BROADBAND PACKAGE

Get connected for

€25.00
 per month

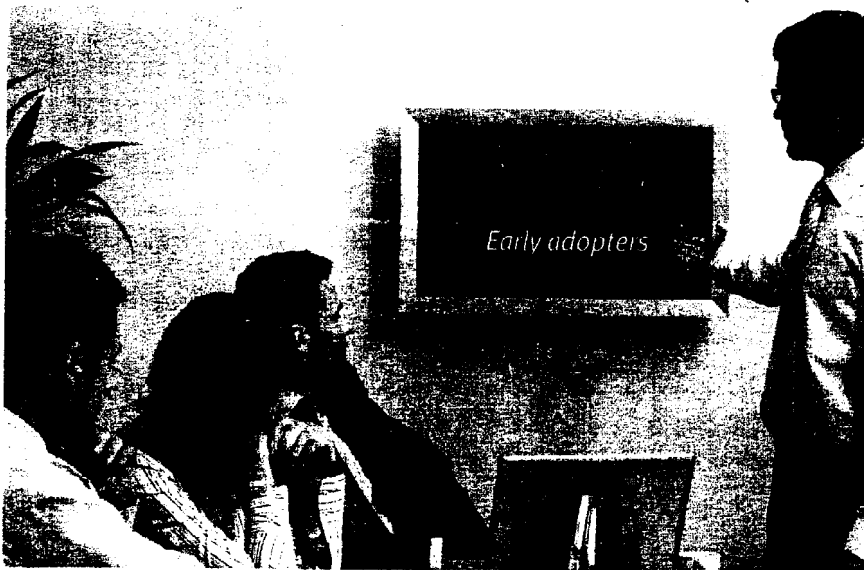
10 Other than price, what factors are important for your product differentiation? Think about a product you know and discuss it in terms of these factors.



AUDIO



11 Martin is giving a presentation to management about the positioning strategy he has developed with his team. Listen and answer the questions below.



- 1 What is the company's target market?
- 2 Why is their product superior to other packages?
- 3 How can they prove that their product is the best?

AUDIO



Listen again and complete the phrases from the presentation.

- 1 We are _____ customers who are ...
- 2 Extensive testing _____ that we provide ...
- 3 Speed of access is _____ why our product is better.
- 4 Another reason is that we _____ every new customer with a free ...

12 Now write a positioning strategy for your company. Include the following points.

- 1 your target customer
- 2 what you do for your customer and how you do it
- 3 how you are better than your competitors

USEFUL PHRASES

Our customers are ...
 The main benefits our product offers are ...
 We provide a superior product by ...

OUTPUT

Read the following article from marketing guru Cheryl Hattiaghandi's website and answer the questions below.

Microsoft Internet Explorer

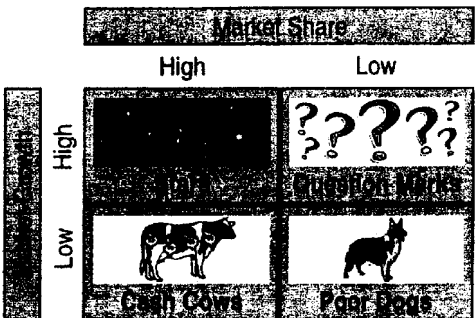
Address: http://www.hattiaghandi.com/bostonmatrix.html go

Cheryl Hattiaghandi helps you see what's in your company's stars

Cash cows? Dogs? Stars? Are we in the marketing department or in a children's book?!

Don't worry, you haven't clicked on the wrong link. These items all refer to parts of the Boston Matrix, created by members of the Boston Consulting Group to analyse a company's product portfolio.

While the names are strange, the matrix is extremely useful when writing your marketing plan. Let's look at each quadrant in more detail.



- **Cash cows** are mature products that have a large market share and that are earning a lot of money. The market is static, so there's not much opportunity for growth, but that's not a problem. These products require little attention from the marketing department.
- **Stars** are recently-introduced products with a large market share. But, unlike cash cows, the market is growing, so stars have the chance to attract even more new customers. If stars are successful, they become cash cows once the market has stabilized.
- **Question marks**, as you might guess, are products where no one is positive what's going on. They have a low market share, but they are also in a growing market area. It's possible that they will become stars if given time.
- Finally, there are the **dogs**. Dogs are products which have a low market share in a market that's not growing. And, as you can guess, the best thing to do with a dog is take it for a walk – outside of your product portfolio. Dogs are in the decline stage of the product life cycle and should probably be retired.

So, cows, question marks, stars, dogs: use this handy tool the next time you're trying to decide 'what next' when writing your marketing plan!

OVER TO YOU

- How useful do you think the Boston Matrix is?
- Can you think of a potential star product or service in your industry that your company doesn't make or offer?

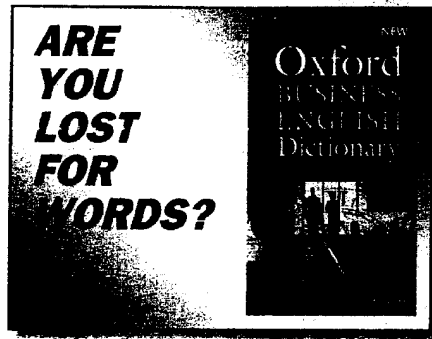
4

Creating ads

STARTER

Look at the advertisement below and analyse it according to the AIDA model. Does it:

- catch the audience's **Attention**,
- make them **Interested**,
- create **Desire**,
- and state the **Action** the audience should take (e.g. *Call now!*)?



Do you agree with this model for advertising? Why or why not? Think of a few ads you've seen or heard lately and use the AIDA model to analyse them.

1 Look at the steps involved in organizing an advertising campaign and put them in the correct order.

- | | |
|---|---|
| <input type="checkbox"/> a analyse impact | <input type="checkbox"/> e define target group |
| <input type="checkbox"/> b approve design | <input type="checkbox"/> f determine the desired response |
| <input type="checkbox"/> c choose the media | <input type="checkbox"/> g establish message |
| <input type="checkbox"/> d commission ad agency | <input type="checkbox"/> h place ads |

Can you add any other steps? Which steps are you or your company responsible for?

DID YOU KNOW?

The word *advertisement* is pronounced differently in the UK and the USA; in the UK the stress is on the second syllable [əd'vɜ:tɪsmənt] whereas in the USA it is on the third syllable [ˌædvər'taɪzmənt]. The short form for advertisement is *ad* (also *advert* in the UK).

Where do you see a lot of advertising?

What commercials do you like?

What can you not advertise on TV in your country?

When is it very expensive to advertise?



2 Joys of Germany is an organization in charge of promoting tourism in Germany. One of their staff is in London to meet Red Arrow, an advertising agency. Listen and find out why they want to advertise.

- to introduce a new product
- to promote a special price
- to create or maintain awareness for a product
- to remarket a product



Now answer the questions below.

- 1 According to Joys of Germany, what sort of image does Germany have abroad?
- 2 What do they say are the stereotypes associated with Germany?
- 3 What kind of visitors does Joys of Germany want to attract to Germany?
- 4 Why is it important to design advertising which is specific to a certain country?

3 Complete these sentences from the dialogue with the words from the box. Listen again if necessary.

achieve • appeal • appeal • campaign • create • looking • outside • perspective

- 1 Tell me what you're _____ for.
- 2 But that's why it's important for us to _____ a new image.
- 3 We think that someone from _____ will have a fresh _____.
- 4 We want to make sure our ads _____ to people in the UK.
- 5 I understand what you're trying to _____.
- 6 You need an insider to design an ad _____ with the maximum _____.

4 Look at what some people have said when discussing their ad campaigns. Match the highlighted word or phrases (1–6) with their synonyms (a–f).

- a change perceptions
- b generate a buzz
- c have an emotional appeal
- d have a rational appeal
- e rebrand
- f reinforce the existing image

White Noise's portable music players aren't popular because they're the cheapest or even the most technologically advanced products out there. Rather, they're popular because, quite simply, people love them. The new ad campaign should attract people based on how they feel ¹.

We want to get people talking about our product ².

The ads should transform people's ideas ⁴ about Germany.

Choritos are currently thought of as a high-fat snack. We need to reinvent ³ our product as healthy and convenient.

The advertisements should make a logical argument ⁵. Viewers should buy our toothpaste because it's scientifically proven to be the best in the industry.

Our minivans already dominate the market, and they're still in the growth stage of their life cycle. So the ads should simply emphasize what people already think ⁶: that they're both safe and fun to drive.

5 You are in charge of commissioning a new ad campaign to promote Soyatastic, a new soya-based drink. Use the notes and the phrases below to explain to an ad agency what you want.

Soyatastic

- doing well in organic grocery stores
- people at conventional grocery stores think drink is boring, plain
 - introducing four new flavours (raspberry, blood orange, mango, blueberry)
- most important → taste
- also → healthy, large sizes
- we good value for money

USEFUL PHRASES

Discussing an ad campaign

- Typically, our products have appealed to ...
- We have a high market share among teenagers / 18–25-year-old men.
- We want to appeal to a younger / older audience.
- Our [name of product] is very well known, but we want to raise the profile of our ...
- It's important for us to reinforce our brand's positive image / to change perceptions of our product.
- We'd like to rebrand our product / to change our image / to create a new image.

6 How do you think advertisements vary between countries? Read the opinions below. Do any of them surprise you?

A *I can tell the difference between a German ad and a British one immediately. I find German advertising very direct, whereas British advertising tends to be much more subtle. You know, a British ad for a chocolate bar might be all about something that has nothing to do with chocolate, but which somehow manages to evoke the idea of self-indulgence: a woman in a bath, for example. A German ad for a chocolate bar will always have a chocolate bar in it.*

B *Henry Ford said that a car can be any colour as long as it's black, and I feel the same way about advertising. A really good ad campaign will work across cultures and appeal to basic human needs – the only thing you need to change is the language.*

C *I was in Japan a few years ago and was shocked to see how many famous Hollywood stars were advertising everyday products like cars and bath soap. They'd never do ads like that in the US because it would harm their reputation here. I'm not sure why it's OK to do it in Asia, though. But a friend from Kyoto visited me recently, and she mentioned that these days, Japanese companies prefer to use Japanese actors in their ads. Apparently the West is losing its appeal!*

D *Sure, something like fancy French perfume can be marketed in a similar way around the world: the only thing that changes is how sexy the ad is allowed to be! But the ad campaigns for our wines are completely different in, say, the US and France. Our American ads show a couple drinking wine in a very exclusive restaurant; it's clearly a special occasion. And our French ads show a group of adults, obviously old friends, having a casual meal at home. The product is the same, but the 'packaging' is completely different.*



Which opinion refers to:

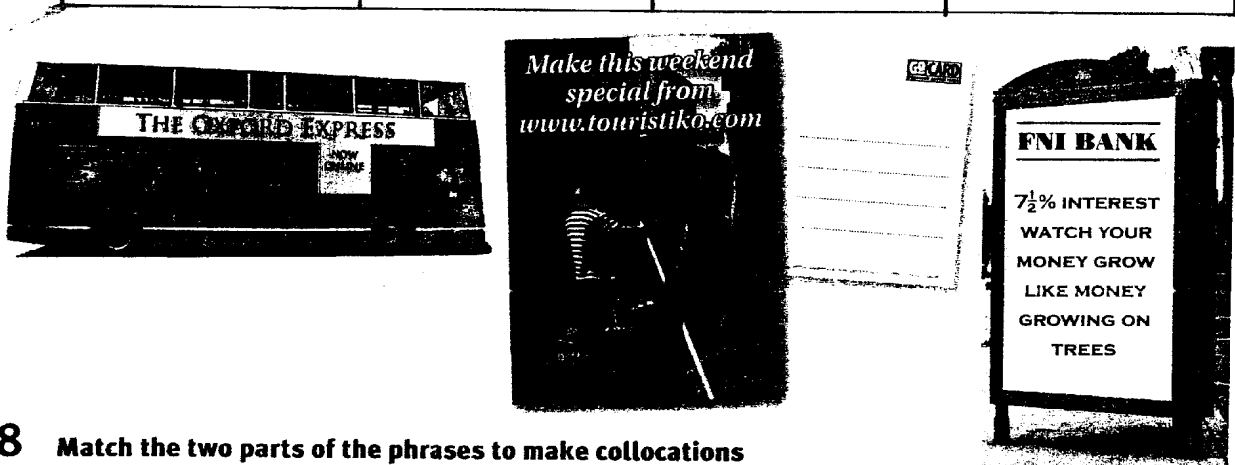
- | | |
|--|--|
| 1 universal advertising? | 3 differences in advertising styles? |
| 2 a change in status of foreign stars? | 4 a product that has a different status in different cultures? |

Think about the industry you work in. How important is it to adapt advertising for different cultures? What differences in advertising have you noticed when travelling abroad?



7 Two colleagues at Red Arrow are discussing which advertising channels they should use in the Joys of Germany ad campaign. Listen to the dialogue and make a list of the channels they mention in the table below. Then add one more item to each category.

Print media	Online	Outdoor	Other
<i>magazines</i>			



8 Match the two parts of the phrases to make collocations from the dialogue.

- | | |
|----------------|-----------------------|
| 1 eye-catching | an issue to something |
| 2 to devote | channels |
| 3 good | exposure |
| 4 to make | images |
| 5 print | media |
| 6 repeat | opportunity |
| 7 traditional | sense |

Now use the correct form of the collocations above to complete the sentences.

- Our area newspaper often _____ to presenting local businesses, and many of the shopowners see this as a _____ to advertise.
- _____ is essential for getting your message across to customers. If they only see your advertisement once, they won't remember it.
- We operate on a very tight budget, so for us it doesn't _____ to advertise on _____ such as radio or television. We focus on online marketing instead.
- What I like most about our new ad campaign are the _____. No one could forget that picture of the penguin and the dog!
- One of the disadvantages of advertisements in _____ is sometimes your advert gets 'lost', for example when there are several of them on the same page.

- 9 Tracy and Justin, two colleagues at Red Arrow, meet to decide how to spend the advertising budget for Joys of Germany. First look at the information below. Then take the role of Tracy (Partner A) or Justin (Partner B) and use your notes in the Partner Files to discuss the various opinions. Choose two options for the campaign.

PARTNER FILES

Partner A File 4, p. 62
Partner B File 16, p. 64

Budget €50,000




- Ad in large general magazines: €6,000 per issue
- Ad in small specialist magazines: €2,000 per issue
- Buying keywords: €100–1,000 per word
- Two-week bus ads in major British cities: €500 per city
- Postcards: €1,000 for 50,000 postcards + €1,000 distribution costs

- 10 As part of the campaign, Tracy and Justin have come up with this print ad. How effective do you think it is? Do you think it will appeal to the target audience? What does it say about Germany?



11 Joys of Germany received the ad from Red Arrow. One of their consultants is now writing back to request a few changes. Complete the email with words from the box.

actually • all in all • also • as • how about • however • just • otherwise

From: carsten@joys-of-germany.de  To: tracy@redarrow.com

Dear Tracy,

Thank you very much for the ad. We are very happy with the simple design,
 _____¹ we think we can use the grid format in many different types of ads. The look is interesting without being too unconventional.

_____², we're a little concerned about the photograph on the right. It is _____³ not a great view of the TV tower and we would rather emphasize another, undiscovered feature of the country. _____⁴ a photograph of a fashion designer at work instead? _____⁵, we like your inclusion of the cathedral, but the image is quite dark. It would be nice to find something a little brighter, I don't think that should be difficult.

_____⁶, though, we're very happy with what you've done!
 _____⁷ give me a call if you'd like to discuss the images in more detail.
 _____⁸, I look forward to hearing from you soon.

Regards,
 Carsten

USEFUL PHRASES

Giving feedback

When giving feedback, try to use the sandwich approach. Begin and end your email or conversation with positive feedback (the *bread*), and put any criticism in the middle (the *filling*). That way you begin and end on a positive note, and it is more likely that the person you are criticizing will still feel confident and motivated.

Positive feedback

We're very happy with what you've done.
We really like ...

Remember to soften criticism by using words such as *a little, quite* and *rather*.

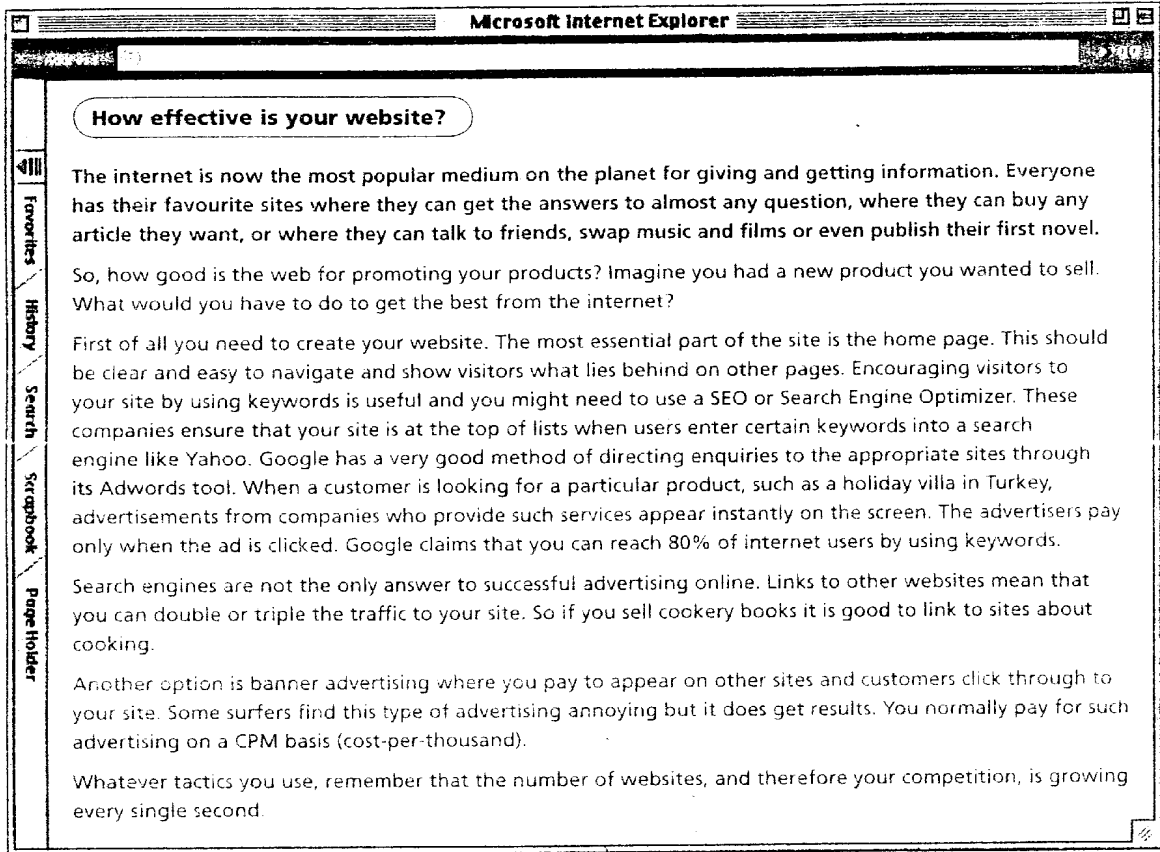
We're a little concerned about ...
... but the image is quite dark.

Criticism

We think that the colours are not bright enough. /too bright.
We think that the images might be too ...

Finally, be specific about what changes you want.
... it would be nice to find something a little brighter.
How about ... instead?

- 12 Use phrases from page 33 to give feedback on ads in this unit or on any ads you have seen recently in magazines or newspapers. Try to use the sandwich approach.
- 13 Tracy also recommended advertising via the internet and sent Carsten the link to the following article. Read the article and answer the questions below.



According to the article what are the advantages of using keywords?

How effective do you think this form of advertising is?

- 14 Carsten and a colleague have brainstormed the following list of keywords to buy for Joys of Germany.

holiday in Europe
 dynamic
 Germany
 clubbing
 cycling
 fashion
 nightlife

Do you agree? Are there any words you would add or delete?

Now think about a product or service you are advertising. Which keywords would you choose to promote it?

15 Carsten has written to the British trade magazine *Travel Today* about placing advertisements. First unscramble the words to form sentences, then put the sentences in the correct order.

Dear Mr Sykes,

- a I would be / hot / dedicated to / any issues / travel destinations / especially / interested in /
- b and I look forward / you soon / Thank you / to / for your help, / hearing from
- c the circulation / to know / Specifically, I / of your magazine / would like
- d send me / to the email address / rate sheet / could you please / an advertising / And finally, / below?
- e I am writing / in your / on advertising / to request / publication *Travel Today* / information
- f please / your advertising schedule / Also, / send me / could you / for next year?

Yours sincerely,
Carsten Kleinöd

Joys of Germany
Schönhauser Allee 171
80437 München
Germany

carsten@joys-of-germany.de

16 Look at the rate sheet and find the following information:

- a What is the discount for a full year?
- b How much is a full-page colour ad?
- c What costs 1,500 euros?
- d What is the cheapest ad you can place?

Advertising rate sheet

Effective January 2008

COLOUR RATES		€	AD SIZES			
			Size	Type Area	Trim	Bleed
				mm	mm	mm
Inside front cover	6,000					
Inside back cover	5,000					
Inside front cover gatefold	13,000		Gatefold on application			
First double page spread	9,000		DPS	257 x 388	273 x 412	283 x 422
Second double page spread	8,000		Page	257 x 185	273 x 206	283 x 216
Double page spread	7,000		1/2 V	257 x 91		
Full page	4,000		1/2 H	127 x 185		
Half page	2,000		1/4 R	127 x 91		
Eighth page	800		1/4 V	257 x 44		
Sixteenth page	400		1/4 H	62 x 185		
			1/8 V	127 x 44		
			1/8 H	62 x 91		
			1/16	62 x 44		
SPOT COLOUR RATES			A digital proof is required for all colour advertisements.			
Full page	3,500					
Half page	1,800					
Quarter page	1,000					
Eighth page	750					
Sixteenth page	400					
MONO RATES			DISCOUNTS			
Full page	4,000		52 consecutive insertions 20%			
Half page	1,500		26 consecutive insertions 15%			
Quarter page	850					

OUTPUT

Read this article from a marketing trade publication about choosing an ad agency and discuss the questions that follow.

Creating the ad that will work for you

by Sara O'Toole

Do any of these scenarios sound familiar?

- Annette Torrefazioni was very excited when she first met Colin Durell of Stone & Slade. 'Colin was extremely professional, and had worked with a number of luxury food sellers,' Torrefazioni explained. 'His portfolio of ads exactly matched the image our company wanted. But once I'd signed the contract, I was shocked to learn that Colin wouldn't be handling my account. Instead, a junior staff member just out of art school would be designing my ad. When the first proofs came, I was really disappointed. It just wasn't what I had in mind.'
- 'We were really impressed with their client list,' says Thorsten Sauer, marketing manager at Durchfahrt GmbH. 'They were working with some of the top names in the industry. I didn't realize this would mean that our small account would be at the bottom of their priority list. I realized afterwards that we should have gone with a company that specialized in dealing with small firms.'
- Henri La Fontaine told of his experience with Zzzzip, a medium-sized advertising agency based in London: 'A friend of a friend told me about Zzzzip. Craig was quite professional and friendly, and we signed a contract immediately. However,

a few days later I found out that our biggest competitor was working with Zzzzip too! Craig didn't see the problem, but I really wasn't comfortable with the situation. Luckily, he let me dissolve the contract.'

To avoid mishaps like the ones above, it's best to interview prospective agencies carefully. Here are our top seven tips for questions to ask.

- 1 Do you handle accounts our size? What is your experience working with small/medium-sized/large companies?
- 2 Do you have an area of expertise? What is it?
- 3 Can you give me a list of current and former clients to talk to?
- 4 What is your fee structure?
- 5 Who will be handling the actual project?
- 6 Who worked on the ads in your portfolio? Are those people still with the company?
- 7 Are you working with one of our competitors?

OVER TO YOU

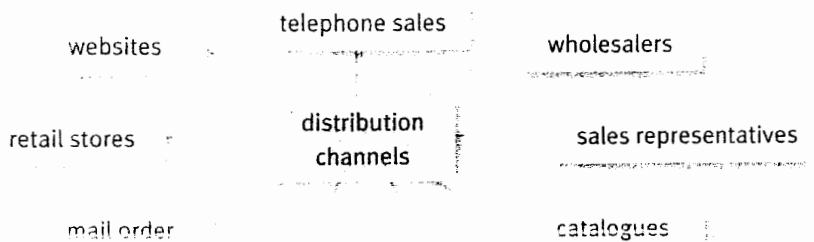
- Have you ever had a particularly good (or bad) experience with an ad agency? What went right (or wrong)?
- Do you agree or disagree with the tips above? Which are most difficult to put into practice? Why?
- Are there any other suggestions you can add?

5

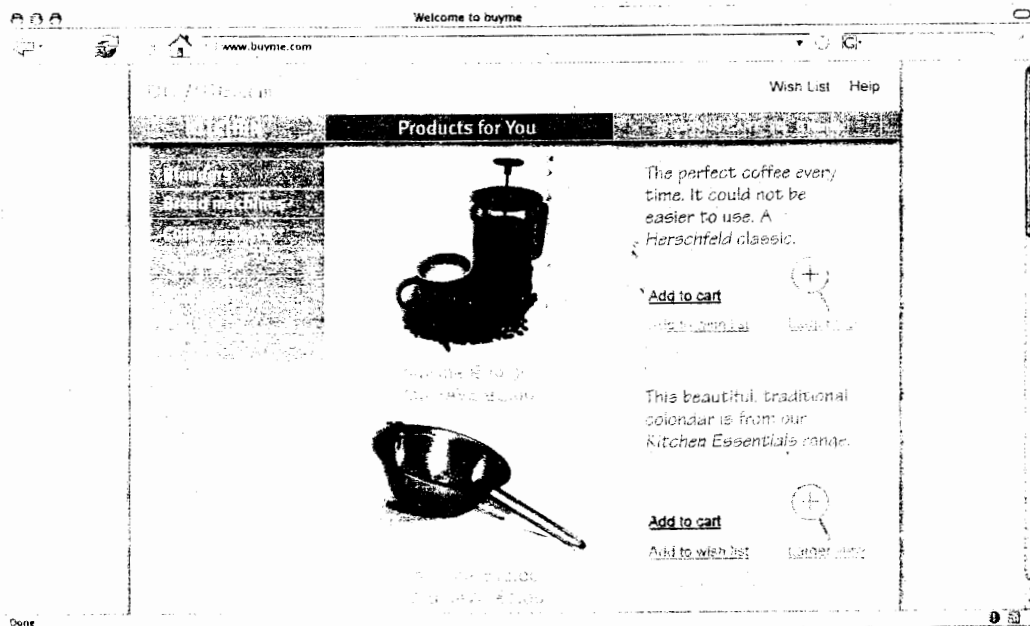
Marketing tools

STARTER

Can you add any distribution channels below? Which channels does your company use? Why?



1 Look at this website listing for a range of kitchenware. Is this a good way for the manufacturer to promote and sell its goods?





2 Stefanie from the manufacturer Herschfeld calls her contact at *buyme.com* to complain about low sales. Listen to their conversation and decide whether the statements below are true or false. Correct the false statements.



- 1 Sales of Herschfeld's goods on *buyme.com* have been lower than expected.
- 2 Herschfeld did not offer *buyme.com* a trade discount.
- 3 Herschfeld's real-world retailers are upset because *buyme.com* offers lower prices than they do.
- 4 Stefanie wants *buyme.com* to include two images of all the Herschfeld products they sell.
- 5 She also wants them to remove the prices from Herschfeld's products online.
- 6 The changes will be on the site later today.

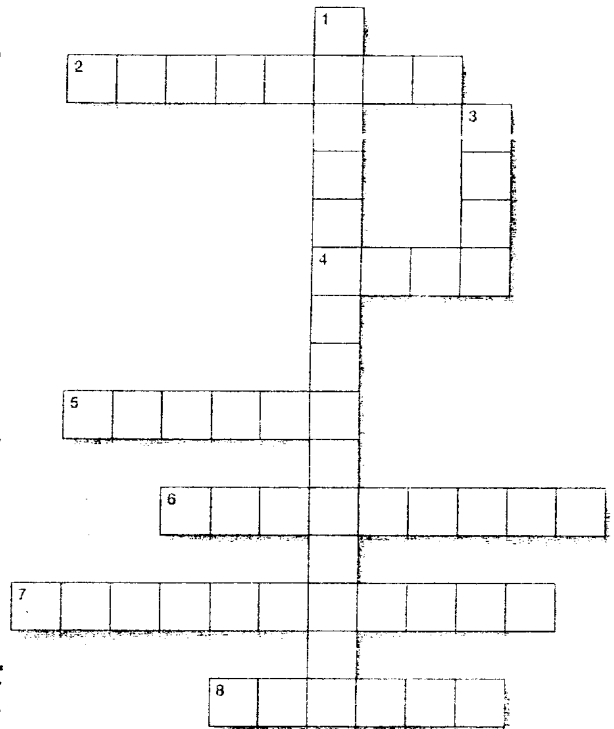
Now complete the crossword with words from the dialogue.

Across

- 2 a product that is being highlighted for a short amount of time, e.g. on a website: *a ... product*
- 4 image of a product: *a product ...*
- 5 the price advertised for a particular product: *... price*
- 6 to agree something, like a price or terms, through discussion: *to ...*
- 7 estimates of how much a company thinks it will sell (of a product): *sales ...*
- 8 to not reach a goal: *to be below ...*

Down

- 1 a three-word expression used to describe a traditional business, i.e. one that doesn't only exist online
- 3 the place where you put items you want to buy: *shopping ...*



3 Stefanie mentions a trade discount in her phone call. What other discounts are there?

Match the discounts below to their definitions.

- | | |
|--|---|
| 1 <input type="checkbox"/> trade discount | a a discount given to buyers purchasing a large amount |
| 2 <input type="checkbox"/> bulk discount | b a discount for payment in cash |
| 3 <input type="checkbox"/> promotional discount | c a reduced price offered on goods sold at the 'wrong' time of the year, such as ski equipment in the summer |
| 4 <input type="checkbox"/> cash discount | d a discount given to people in a particular field, for example when doctors pay a reduced price for medicine |
| 5 <input type="checkbox"/> professional discount | e a discount for staff |
| 6 <input type="checkbox"/> employee discount | f a fixed percentage offered to a distributor |
| 7 <input type="checkbox"/> seasonal discount | g a lower retail price for a special sale |

Are all of these discounts offered in your country? What discounts does your company offer? How do they help your company reach its goals?

DID YOU KNOW?

Franchising began in the mid-19th century and now dominates the retail sector in many countries, especially the US. Early American examples include automobile dealerships and the telegraph system, which was controlled by Western Union but operated by different

companies. The best example of franchising today is probably in the restaurant sector. American fast food chains started using franchises in the 1950s and the global success of McDonalds is largely based on its franchise-based business model.

4 Match the types of shop in the box with the definitions (a-h).

chain stores • convenience stores • franchises • high-street shops • hypermarkets • mail-order stores • online stores • outlet stores

- a large no-frills stores located outside the town centre outlet stores
- b stores selling thorough the Internet _____
- c independently-owned shops licensed to trade under the same name _____
- d shops located in the centre of town _____
- e shops run by a single company with multiple locations around the country _____
- f very large stores that sells groceries, clothes, and many other products _____
- g stores selling through a catalogue posted to customers _____
- h small, independently-owned stores selling essential products _____



Now listen to different retailers talking about their business. Which types of 'shops' above do they mention?

- Speaker 1 high-street shops _____
- Speaker 2 _____
- Speaker 3 _____
- Speaker 4 _____
- Speaker 5 _____

5 How much do you know about retailers in the UK and the USA? Work with a partner to describe the following shops. (If necessary, go to their websites for information.) Can you name similar retailers in your country?

1 Marks & Spencer	(http://www.marksandspencer.com)
2 7-Eleven	(http://www.7-eleven.com)
3 Next	(http://www.next.co.uk)
4 Taco Bell	(http://www.tacobell.com)
5 Argos	(http://www.argos.co.uk)

6 Look at this extract from Total Telemarketing's web page and match the headings to the paragraphs.

Continual assessment

Test for success

Painstaking planning

Know your contacts

Welcome to buyme

www.buyme.com

Total Telemarketing

1 _____
At Total Telemarketing, we start the process with what we call a 'discovery' phase. We build a clear picture of your business objectives and your market. We then use the information we have collected to plan your telemarketing strategy. And we make sure that both sides have clear expectations about the strategy.

2 _____
Once we have planned the approach, we test it with a 'pilot' project. This is to check if the strategy will function for you and for your market. We make sure that our plans integrate seamlessly with your marketing efforts.

3 _____
As part of your telemarketing strategy, we develop and maintain a comprehensive database of contacts and potential clients. This makes sure you have a continuous flow of good quality sales leads.

4 _____
The performance of the strategy is regularly reviewed to make sure we are delivering what you need. Written reports keep you up to date with the success of the approach.

TTM
19 St Helen's Road
York YO1 6WR
UK
T: 01534 883800
F: 01534 883901



Deborah Waters, a partner at Total Telemarketing, is giving a presentation on her company. Listen and match her comments with the sections of the web page above.

- Comment a _____
- Comment b _____
- Comment c _____
- Comment d _____

7 Complete the table with the missing verbs and nouns. Check the web page and transcript in exercise 6 if you need help.

Verb	Noun
to assess	1
2	delivery
3	development
to discover	4
to expect	5
6	maintenance
to perform	7
to succeed	8

8 Deborah Waters has just received the following email from Geldsburg, a Swiss manufacturer of hand-held barcode scanners. Geldsburg are expanding their services in the UK and are interested in hiring Total Telemarketing to design a campaign for them. Use the words in the box to complete the email.

appreciate • developed • interested • priced • reach • require • visited • would like

Dear Ms Waters,

I have just _____¹ your website, and am _____² in learning more about the services you offer. Specifically, I _____³ to know the cost of your services. Are they _____⁴ per call or per hour? Also, how much preparation time do you _____⁵ before you're ready to begin? And finally, how much support do you need from us once the campaign has been _____⁶?

I would _____⁷ the opportunity to discuss these questions further. You can _____⁸ me at +41 80 3858 1905.

Yours sincerely,

Volker Harding
Marketing Assistant

- 9 **Work with a partner. Use the profiles in the Partner Files and the phrases below to role-play a telephone conversation between Volker (Partner A) and Deborah (Partner B).**

USEFUL PHRASES



Partner A File 6, p. 63
Partner B File 14, p. 64

Telephoning – getting through

Hello, [company]. [Name] speaking.

Hello, this is [name] from [company]. I'd like to speak to [name], please.

Just a moment. I'll put you through.

Speaking. What can I do for you?

- 10 **The Geldsburg marketing team have also decided to do a direct mailing for the scanner and have commissioned Direct Sales, a British direct marketing firm, to draw up a letter. Read the letter and summarize the benefits of the hand-held scanners.**

■ GELDSBURG ■
Heimplatz 101, 8001 Zurich

Dear Ms Christie

We are writing to introduce a faster and more effective way to let your customers pay for their purchases. Our new hand-held barcode scanners allow your customers to pay for their purchases where they are, without having to find a till.

Our scanners will connect remotely to verify credit or debit card payment. Customers can sign for their purchases on the scanner itself. And the scanners come with a handy adjustable belt, so your shop assistants can easily carry them at all times. The easy-to-read display is visible in all lighting conditions.

The machine automatically prints out a 'paid' sticker with the name of the product and the date, to ensure that only products which have been paid for are taken from the store. This is a feature that no other scanner on the market offers.

Benefits:

To learn more about the scanners, view our web presentation on our website (www.geldsburg.com) or call us on 0800 583 9910.

We look forward to doing business with you!

Best wishes

Your Geldsburg Team

11 Below are some tips on direct marketing. Work with a partner to rank the tips from most (1) to least (7) important. Which of these tips does the letter in exercise 10 follow?

- a Emphasize what makes you different from the competition (such as price, delivery services, after-service sales).
- b Use words that sell, such as *new* and *free*. (Trial periods and money-back guarantees can encourage customers to try a new product.)
- c Use white space. (Keep the letter to the point and use short paragraphs and bulleted or numbered lists to make points. Make it easy for the reader to get through the whole letter.)
- d Put yourself in your customers' shoes. (Focus on benefits, not product features, and build rapport by saying *you* and *your*.)
- e Use product endorsements (quotes from satisfied customers).
- f Call to action! Tell the reader what to do, e.g. *Call now to ...*
- g Restate your USP in your P.S. (Response rate testing indicates that the typical reader's eye moves down the page to the P.S. before he or she reads the rest of the letter!)

12 The Geldsburg marketing team has called Direct Sales with some feedback on the letter. Use these notes and the tips above to write a second draft. (Or write a first draft of your own direct marketing letter.) Try to use phrases from the Useful Phrases box below.

Telephone call

From: *Geldsburg*

To: _____

About: *Feedback on letter*

Date: _____

Time: _____

- 1) *Highlight bulk discount offered to retailers ordering 20 or more scanners*
- 2) *Emphasize security features for the credit card check*

- 3) *Include a customer quote (two below, more available):*

Jennifer Tierny, Floor Manager, Shopsave: 'I can't believe how easy it is to operate. The options are right in front of you.'

Chris Creswell, Senior Manager, Handy DIY, says, 'Geldsburg's scanners have all the features we need and are also simple to use. We definitely made the right decision.'

USEFUL PHRASES

Writing to the customer (direct mailing)

We are writing to introduce/tell you about/announce (a new product).

To learn more about (our product), visit www.geldsburg.com or call us on 0800 583 9910.

When you receive your trial model, you'll quickly see the benefits of (our product).

If you contact us before 10 March, you'll receive a free sample.

We look forward to hearing from you soon!

OUTPUT

What's the best marketing idea you've ever seen? This question was the subject of a recent poll conducted by a marketing trade publication. Look at some answers given by marketing and advertising professionals below.



John Webster, Marketing Manager

The best marketing idea I've ever seen? That would have to be a butcher's shop in my town. They sent sausages in the form of flower bouquets to all the local catering firms! I'm not sure how much new business they got, but everyone had a good laugh.

Vicky Chen, Creative Director

I was impressed by a rock band who put MP3 files with the title of their new single on all the major music exchange websites. When the fans downloaded the file, they heard an advertisement for the band's new record instead of the single. They found this so funny that they began emailing the single to friends, and album sales skyrocketed.



Veronica Weiss, Marketing Assistant

If you buy ten books or more in a year at Claridge's Books, you'll be sent a free book on your birthday. It certainly encourages me to buy from *them* instead of from one of the larger chain stores or online bookshops.

Craig Lukasiewicz, Director of Online Marketing

One thing I've noticed recently is advertising products in blogs. The blog will look like a website created and maintained by an individual, but in fact, it's created by a company. I suspect this will become more popular in the next few years. But whether this is ethical or not is another question.

**OVER TO YOU**

- What are some of the more unusual or clever marketing efforts that you've heard of?
- How effective do you think these types of marketing campaigns are?
- Do you know of any unsuccessful marketing campaigns? Why did they go wrong? How could they have been improved?

6

Presenting your public face

STARTER

Company newsletters, home pages, press releases, sponsoring, and press conferences are all ways to promote your company. Find an example of each below.

1 Vadi Vision is proud to announce that it will be sponsoring a new campaign to promote eye health awareness.

4 Interested in our new selection of eye glasses ?

You'll be pleased to hear, that in the last year, Vadi Vision has pulled ahead of its main competitor to win the market share in optical sales.



Click here to find out more

vadi vision

3 When Mr Vadi started Vadi Vision 21 years ago, he had no idea of what a success it would be.

Which of the above items are you responsible for writing (in your own language or English)? What other methods (other than advertising) do you use to promote your company?



1 A marketing consultant is giving a presentation called *How to make your website into an effective marketing tool*. First look at the features below. Do you think it's a good or bad idea for websites to have them? Now listen to the presentation. Does the consultant agree with you?

	good idea	bad idea		good idea	bad idea
easy navigation	<input type="checkbox"/>	<input type="checkbox"/>	large images	<input type="checkbox"/>	<input type="checkbox"/>
site map	<input type="checkbox"/>	<input type="checkbox"/>	'look inside' option	<input type="checkbox"/>	<input type="checkbox"/>
search function	<input type="checkbox"/>	<input type="checkbox"/>	simple shopping interface	<input type="checkbox"/>	<input type="checkbox"/>
Flash introduction	<input type="checkbox"/>	<input type="checkbox"/>	complicated language	<input type="checkbox"/>	<input type="checkbox"/>
pop-up windows	<input type="checkbox"/>	<input type="checkbox"/>			

Now answer these questions. Listen again if necessary.

- 1 What is the maximum number of times visitors should have to click to find the information they want?
- 2 According to surveys, what do visitors do with Flash introductions?
- 3 Which company made the 'look inside' option popular?
- 4 What are two examples of the 'look inside' option?
- 5 Who should check the content on your website if you are writing in a foreign language?

2 Use the information from the presentation (you can find the transcript on pages 71–72) and your own ideas to make a checklist of dos and don'ts. Then use this checklist to examine the strengths and weaknesses of your own (or another) company's home page.

Dos	Don'ts

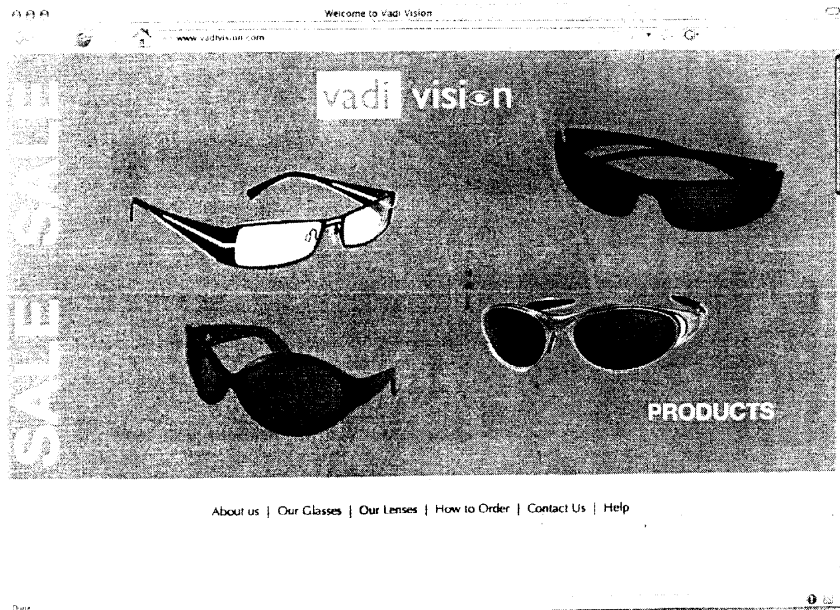
3 What makes a website easy to navigate? Look at the two home pages on the next page and answer the questions.

- 1 Where do you click to ...
 - a get help with a product?
 - b see the company's products?
 - c get a mailing address?
 - d find out about the company's history?
 - e read articles about the company?
- 2 Where can you search for a word or phrase?

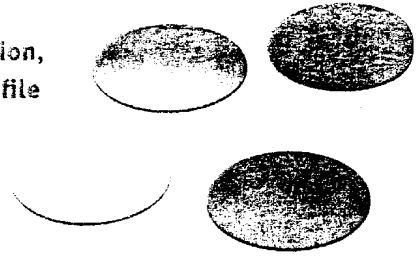
Which home page do you think is more attractive to customers? Why? What do you think customers expect from a website?

4 How is your Internet English? Solve the anagrams and find them in the puzzle.

- | | |
|------------------------|---------------------------|
| 1 calwddno | e c m a c u g e w j t d e |
| 2 swen | d o w n l o a d b e n h g |
| 3 tobua su (5, 2) | g n i g o m u t d w e l k |
| 4 nicolato | t t w r c z u f r t w o p |
| 5 tcntneo | k e s s a b o u t u s z u |
| 6 egaim | z n i e t e t u j g d f h |
| 7 charse ignene (6, 6) | r t p z i m a g e a u f k |
| | j g e u o y t r d t k i n |
| | a d g r n e w v r j k n e |
| | s e a r c h e n g i n e l |



5 Claudia Felber works for the marketing department of Vadi Vision, a Swiss lens manufacturer. In order to raise her company's profile in the UK, she has been asked to choose a charity to sponsor. First read these excerpts from letters sent to her company.



1 We at the London-based Sleet Street Gallery would like to offer you the opportunity to sponsor the framing of our photographs for our forthcoming exhibition. In exchange for your help, we will include your logo on all promotional materials and within the gallery itself. We believe that an exhibition showcasing modern views of the city is an ideal way for a company manufacturing eye care products to promote itself abroad.

2 You surely realize the importance of regular check-ups to ensure healthy eyes, but unfortunately many people in Britain don't. I am therefore requesting a donation towards developing a public campaign. 'Eyes on the Eyes' will bring travelling eye examination vans to communities around the UK. The logos of the sponsoring companies will be featured on all vans.

3 **SEEING FURTHER** is organizing donations of old eye glasses to be made to low-income communities in Central Asia. This will be a high-profile campaign in which several celebrities will be participating, and is sure to receive extensive media coverage. To be included in our sponsor list, we are asking for a donation of £1,000.



Now work with a partner to role-play a discussion between Claudia (Partner A) and her colleague (Partner B) about which company to sponsor.



Partner A File 7, p. 53
Partner B File 15, p. 64

DID YOU KNOW?

Charity is a term that refers to donating money, goods, or time to people in need. Particularly in the US, companies are often judged by their social actions as well as their financial success, and many companies involved in charitable community efforts describe themselves as corporate citizens. The causes they choose to support generally reflect the company's target market.

Some larger companies allow employees to have paid time off to work on local community projects, or even to have 'career breaks' to do charity work.

Do you know of any companies in your country that do this?

6 Claudia has written the following announcement for the company website. Read it and complete it with the words in the box.

funded • help • make • participated • prevent • supporting

Vadi Vision in the News



Vadi Vision has recently _____¹ in a venture to help people in Britain get the eye care they need. Vadi Vision has _____² a travelling eye inspection van which allows people to get a check-up without having to _____³ an appointment. By _____⁴ *Eyes on the Eyes*, Vadi Vision shows its commitment to helping British eyes. We don't just want to _____⁵ solve eye problems: we also want to _____⁶ those problems from happening.

AUDIO
20

7 Claudia is preparing a press release for a new product. She calls Chris, one of Vadi Vision's good customers, to ask him for a testimonial. Listen to the telephone conversation. What quote does Chris give Claudia to use?

Now decide whether the statements which follow are true or false. Correct the false statements.

- 1 Claudia found out about Chris and how much he likes Vadi Vision's lenses because he wrote her an email.
- 2 Chris doesn't want to say that Vadi Vision's lenses are the best because he doesn't want to make the other suppliers that he works with unhappy.
- 3 Many of Eye Care Central's customers have heard about Vadi Vision through their sponsorship of *Eyes on the Eyes*.
- 4 Vadi Vision will be giving away free samples of their lenses at a trade fair next week.

8 Match the two parts to make sentences from the dialogue. Listen again if necessary.

- | | |
|---------------------------------------|----------------------------------|
| 1 I'm hoping | a your help. |
| 2 I'm writing a press release | b to include. |
| 3 Our customer services rep forwarded | c you can help me. |
| 4 This would be a great quote | d me your email. |
| 5 I was wondering | e by our stand. |
| 6 Thanks so much for | f for our new ultra-hard lenses. |
| 7 Make sure you come | g if you would mind us using it? |

USEFUL PHRASES

Writing press releases

- 1 Use a headline (in bold) that summarizes what the press release is about.
- 2 Here are some typical ways to start a press release.
 [Company] *announced today that ...*
 [Company] *is proud to announce the launch of the new ...*
 [Company] *is introducing ...*
- 3 Remember to list contact information at the top of the release, and tell the readers in the body of the press release where they can go to get details:
For more information about ..., contact ...
More information about ... can be found at www.company.com.
Businesses interested in more information on ... should contact ...

9 Claudia has written a press release for the new lenses. Put the parts of the press release in the right order.

- a Contact: Claudia Felber, claudia.felber@vadivision.com
 Telephone: + 41 20 759 29 55
 Fax: + 41 20 759 29 60
www.vadivision.com
- b The Diamond Line ultra-hard lens is suitable for glasses wearers with single and bifocal vision problems. And not only are the lenses ultra-hard, but they're also extra-thin. This makes them especially attractive for those glasses wearers requiring high-prescription lenses.
- c Eyecare professionals interested in information and samples should contact their Vadi Vision representative or send an email inquiry to diamondline@vadivision.com.
- d Vadi Vision is one of the best known and most respected eyewear companies in Europe. As Chris Baker of Eye Care Central in London testifies: 'Our customers often ask for Vadi Vision lenses by name.'
- e Zürich, 12 March 20..
- f Vadi Vision is pleased to announce the release of a new ultra-hard lens. This lens is more durable than any other product on the market.
- g FOR IMMEDIATE RELEASE
- h **Vadi Vision releases a new ultra-hard lens**

Does your company have a style guide for writing press releases in English? Work with a partner to write a press release for your own (or a fictitious) company. Try to use phrases from the box above. See also the article on page 52.

10 Claudia has prepared a holiday letter to send out to Vadi Vision's distributors and retailers. Complete the sentences with words from the box.

appreciate • committed • eventful • greetings • launch • partnership •
successful • welcome

vadi 

Dear [*Name goes here*],

We at Vadi Vision want to pass on our holiday _____¹ to you.

This year has been an _____² one for Vadi Vision.

We made news in Britain with our *Eyes on the Eyes* campaign to encourage eye health. The campaign has been so _____³ that we plan to _____⁴ similar efforts in other European countries.

We have made waves with our new Diamond Line series of lenses.

These ultra-hard lenses are becoming especially popular among athletes, who _____⁵ the lenses' durability.

This year has also seen some changes at Vadi Vision. As you know, our CEO, John Vadi, recently left the company on his well-earned retirement. We would like to _____⁶ Gilda Greenwald to our team as the new CEO.

Despite these changes, Vadi Vision remains _____⁷ to eye care.

We have greatly enjoyed working together with you over the past year, and look forward to a continued _____⁸ in the coming year.

With all the very best for the New Year,

Vadi Vision

vadi 

Now write a holiday letter to send to your company's English-speaking contacts.

OUTPUT

Read the following article from a magazine on public relations.

Writing a killer press release

You've all seen them: the press releases that would put any reader to sleep. You've barely glanced at the title before you're ready to curl up in bed. *Campbell Associates is moving into cutting-edge new headquarters!* 'But who cares about Campbell Associates? Who are Campbell Associates, anyway?' you ask yourself.

It takes more than an exclamation mark to catch a reader's attention. So read on for some tips on how to write a press release that will get read – and published!

"Revolutionary new water!!!"



- 1 **Keep things real.** Do not exaggerate when you write. Instead, make sure you deal with the facts. Journalists get dozens of press releases a day, and words like 'revolutionary' and 'ground-breaking' get old very quickly, especially when these words are describing very ordinary events.
- 2 **See the story from the reporter's point of view.** Present your news as a story. The focus doesn't have to be on your company. What you want is something that people will want to read about. So focus on the people who use your products and services, and that will make your story come to life.
- 3 **Create a headline that will grab your readers' attention.** Brainstorm four or five titles for an important press release, and then come back to them the next morning. See which one seems the most interesting to you.
- 4 **Proofread carefully.** A badly-written press release won't get read. Get help if you need it: there are a number of good, professional PR agencies out there if you're not able to write perfect copy in English, for example.
- 5 **Keep it short.** Ideally, give the press release to someone who doesn't know anything about the topic, and have them look at it for fifteen seconds. When they give it back to you, can they tell you the most important points? If not, you need to revise what you've written.

OVER TO YOU

- What do you think of these tips? Can you think of any examples?
- What tips can you add to this list?
- Have you ever written press releases for your company? If so, what did you find easy/difficult?

Marketing through trade fairs

STARTER

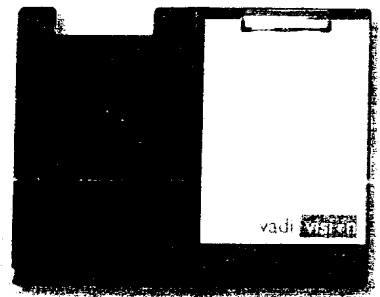
Look at these products that companies often give away to their customers and discuss the questions below with a partner.



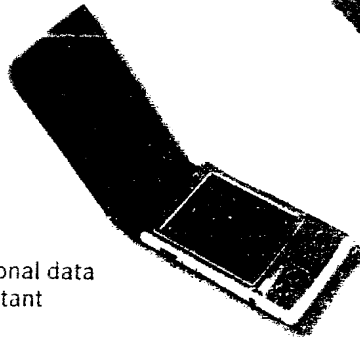
fountain pen



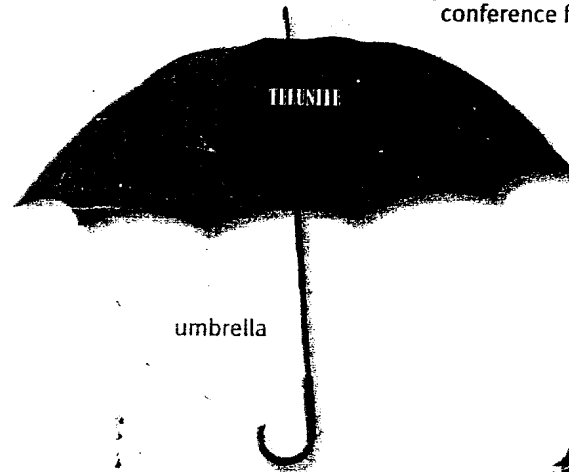
USB stick



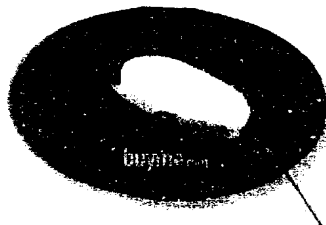
conference file



personal data assistant



umbrella



mouse mat



golf tees



ballpoint pen



conference bag

- 1 What do these items say about the image the company wants to project?
- 2 Which giveaway would you most like to receive?
- 3 What giveaways does your company have? Would you like to introduce any new ones?

1 Kirstin Butler works for the marketing department of Natural Solutions, a biotech company. She has received a brochure about a trade fair that takes place in London each year. Read this excerpt from the brochure and answer the questions below.

- 1 What kind of trade fair is International Biotech Europe?
- 2 Who might book a stand?
- 3 How many events are there?
- 4 What marketing campaign are the organizers planning?
- 5 Who will receive the guide before the events?
- 6 How much will press releases cost?

International Biotech Europe



The benefits of exhibiting:

So much more than just an exhibition space

By taking part in International Biotech & Lab Automation Europe you put your company at the heart of the largest biotechnology market in Europe. And as soon as you book your exhibition stand, your company becomes part of one of the most comprehensive and high-profile marketing campaigns of the year in this sector.

Just look at all the added benefits that are included in the cost of your exhibition space:

Publicity

Your company and products will be featured in the marketing campaign to tens of thousands of professionals across the UK and Europe. The campaign will include direct mail, email and web marketing, advertising, and extensive editorial coverage in all the key magazines and journals.

Promote your company online and offline

Profile your company, products, and services in the International Biotech & Lab Automation Europe guide published in both print and web format and available to your customers and prospects before, during, and after the event.

Raise your profile with the press

Our experienced PR team will be promoting the event and exhibiting companies to all the key publications. You are also invited to place your press releases and company information in the International Biotech & Lab Automation Europe press office free of charge.

Access to additional audience from co-located event

Exhibitors at International Biotech & Lab Automation Europe will benefit from being able to promote their products and services to an additional audience from the other event. All visitors will be free to move between the two shows.

2 Match the phrases from the brochure to the definitions.

- | | |
|-----------------------|--|
| 1 exhibition stand | a extra advantages |
| 2 high-profile | b in the same place |
| 3 added benefits | c potential customers |
| 4 editorial coverage | d the place where you show your products at a trade fair |
| 5 prospects | e extra visitors |
| 6 key publications | f well known |
| 7 additional audience | g publicity in magazine or newspaper articles |
| 8 co-located | h the most important magazines and newspapers |

3 Kirstin is telling her boss, Paolo Massini, why she thinks they should attend the trade fair. Listen and answer the questions below.

- 1 How well known is the event?
- 2 Why is Paolo not sure about the benefits of the marketing campaign?
- 3 In Kirstin's opinion, what is the most important benefit of the trade fair?
- 4 What is Paolo going to do this afternoon?
- 5 When is Paolo going to make a decision?



4 Paolo has agreed that Natural Solutions should attend the trade fair and asks Kirstin to get more information. Use the notes below to write an email to Barbara Shields, the trade fair organizer.

- discount for having stand during the whole trade fair?
- social events?
- facilities? (Internet access?)
- restaurant nearby for customer reception?
- accommodation? (no info on website)

5 One of the customer events that Natural Solutions wants to hold during the trade fair is a reception at a nearby restaurant. Kirstin asks her assistant, Michael May, to write the English version of the invitation to the event. Complete the invitation with the words in the box.

attend • introduction • join • line • place • served • walk

NATURAL SOLUTIONS

Customer reception

25 March at 1 pm
The Lemon Tree

Please select:

I would like to attend

I am unable to attend

Name _____

Company _____


Address _____

Phone _____

Email _____

FAX REPLY
Fax: + 39 89 280 5800
Please confirm your participation
by 4 March.

NATURAL SOLUTIONS



To celebrate the _____¹
of our new _____² of antibiotics, we would
like to invite you to _____³ a reception on
Friday, 25 March at 1 pm.

The event will take _____⁴
at 'The Lemon Tree', just a short _____⁵
away from the International Biotech Europe Fair.

Refreshments will be _____⁶.

If you are able to _____⁷ us,
please let us know by fax or email.

may@natural-solutions.com

AUDIO

22

DID YOU KNOW?

During trade fairs, many companies organize social events for their customers and business partners. These events provide an excellent opportunity for business people to 'meet and greet' in an informal setting. Business is seldom discussed at such events. The focus instead is on relationship-building through small talk and introducing mutual friends. Such events are also a rare and useful chance to speak to the competition and find out more about one's rivals.

6 Kirstin and Michael are manning the stand at the trade fair. Match their answers (a–g) with the visitors' questions and comments (1–7).

- 1 Excuse me, are these memory sticks to take away?
 - 2 Would it be possible to be put on your mailing list?
 - 3 I'd like to discuss this with my boss first. How can I reach you?
 - 4 Do you have some information I can take away?
 - 5 What does your company do?
 - 6 Do you make natural cosmetics as well?
 - 7 I'm just browsing.
- a No, we don't. We focus on medications.
 - b Yes, certainly. If you just give me your card, I'll be happy to add your name.
 - c Here's my card. Feel free to call or email me.
 - d They are indeed. They've got our URL printed on them, so do have a look at our website too when you get a chance. Or do you have any questions for me now?
 - e Well, just let me know if you need anything.
 - f We use natural sources to create effective medications.
 - g Yes, let me give you one of our brochures. It lists the points we've just discussed.

Listen to the dialogues to check your answers. Then practise reading them with a partner.

7 What are the five questions that trade fair visitors are most likely to ask you about your products or services? Write them down.

Now exchange your questions with a partner. Take turns asking and answering questions in a trade fair situation.

USEFUL PHRASES

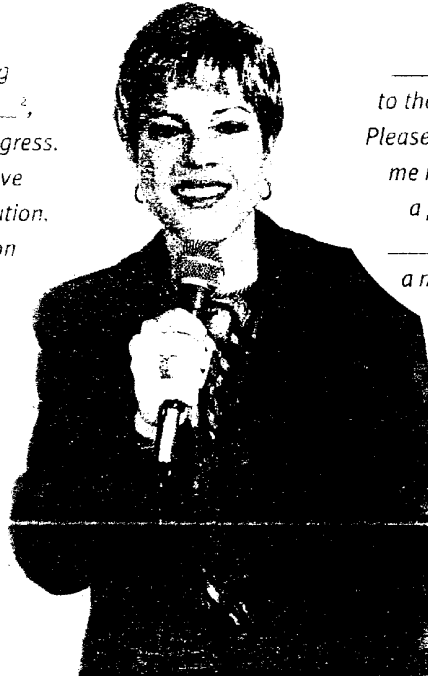
Attending trade fairs	Visitors' questions
Hello, may I help you?	Could you tell me more about your company?
Let me introduce myself. I'm ...	I'm interested in Do you offer ...?
Let me give you my card.	Would it be possible to be put on your mailing list?
Can I ask what company you're with?	How can I reach you?
Would you like to put your name on our mailing list?	Do you have some information I can take away?
Just let me know if you need anything.	Excuse me, are these pens/brochures to take away?



8 Kirstin is giving a speech at the customer reception. First, read the script below and try to fill in the missing words. Then listen and check your answers.



Hello everyone.
 I'd like to _____¹ you for joining us today. As you probably _____², Natural Solutions has been making great progress. Our innovative plant-based antibiotics have recently been _____³ for distribution. And we have a new line of cold medication that is _____⁴ to do very well.



I hope you'll _____⁵ yourselves to the leaflets and samples at the back. Please feel _____⁶ to approach me if you'd like to _____⁷ a personal product presentation. _____⁸, the best solution is a natural solution, and I'm sure we have a solution for you!

9 Work in a group of four. You are at Natural Solutions' reception. Use the phrases below and your profile in the Partner Files to socialize with the other people there.

USEFUL PHRASES

Socializing

- Hi, I'm ... – Nice to meet you.
- Is this your first trip to {London/Britain/the UK}?
- Where are you staying?
- How are you enjoying the fair so far?
- What area of {biotech} do you work in? – I'm in {sales}.
- I work for a company called {Natural Solutions}.
- Do you have a card?/Here, let me give you my card.



- Partner A File 5, p. 62
- Partner B File 12, p. 63
- Partner C File 13, p. 64
- Partner D File 17, p. 64

10 The fair is over and Kirstin and Michael are back in the office. Kirstin has written an internal email reporting on the trade fair. First match the sentence halves below to form complete sentences. Then put the sentences in the correct order.

- | | |
|--|--|
| 1 And thanks to Gina for convincing | a about what the competition are doing. |
| 2 I'll be coming around to departments | b as well as several promising leads. |
| 3 Finally, thank you, Michael, | c for all of your help in preparing for the fair. |
| 4 We also learned some interesting facts | d Hyperdrugs that our products are right for them! |
| 5 We now have two confirmed orders, | e that we made lots of good contacts in London this weekend. |
| 6 Hi everyone, | f to pass on the information I picked up. |
| You'll be pleased to hear | |

OUTPUT

Look at what five marketing people say about trade fairs. Which opinion(s) do you agree with?



I think trade fairs are a complete waste of time when you factor in the cost of travel and lost working time. You usually come back feeling exhausted. And there's no way to guarantee that people will stop at your stand. Once, I went all the way to Paris, and I had only two visitors!



Something that really annoys me is when companies hire completely inexperienced people – usually pretty young women – to promote their products by handing out giveaways or whatever. Meanwhile, the marketing people who do know about the products are usually hanging out at the stand drinking cocktails and talking about anything but business! It's such a waste of time.

Some of my best contacts have come via trade fairs. You can send all the emails and brochures you want, and you can make follow-up phone calls, but there's nothing like a 30-second conversation face-to-face. It's much easier to explain the benefits of a product when you have it in your hands.



I love the buzz of a trade fair! It's not just an opportunity to sell. It's also a chance to check up on the competition and see what new ideas are out there. You can go up to a rival's stand and ask questions that they would never answer if you sent them an email. It really helps to stay in touch with the business.



The thing I hate most about trade fairs? It's the socializing. It's very easy to talk about my product and business in general, but I never know what to say when I go to receptions.



OVER TO YOU

- What do you like and dislike about trade fairs?
- Does your company attend trade fairs? Why or why not? If yes, which ones?
- What are the advantages and disadvantages of having a stand at a trade fair?
- What suggestions do you have for making the most of a trade fair visit?

Test yourself!

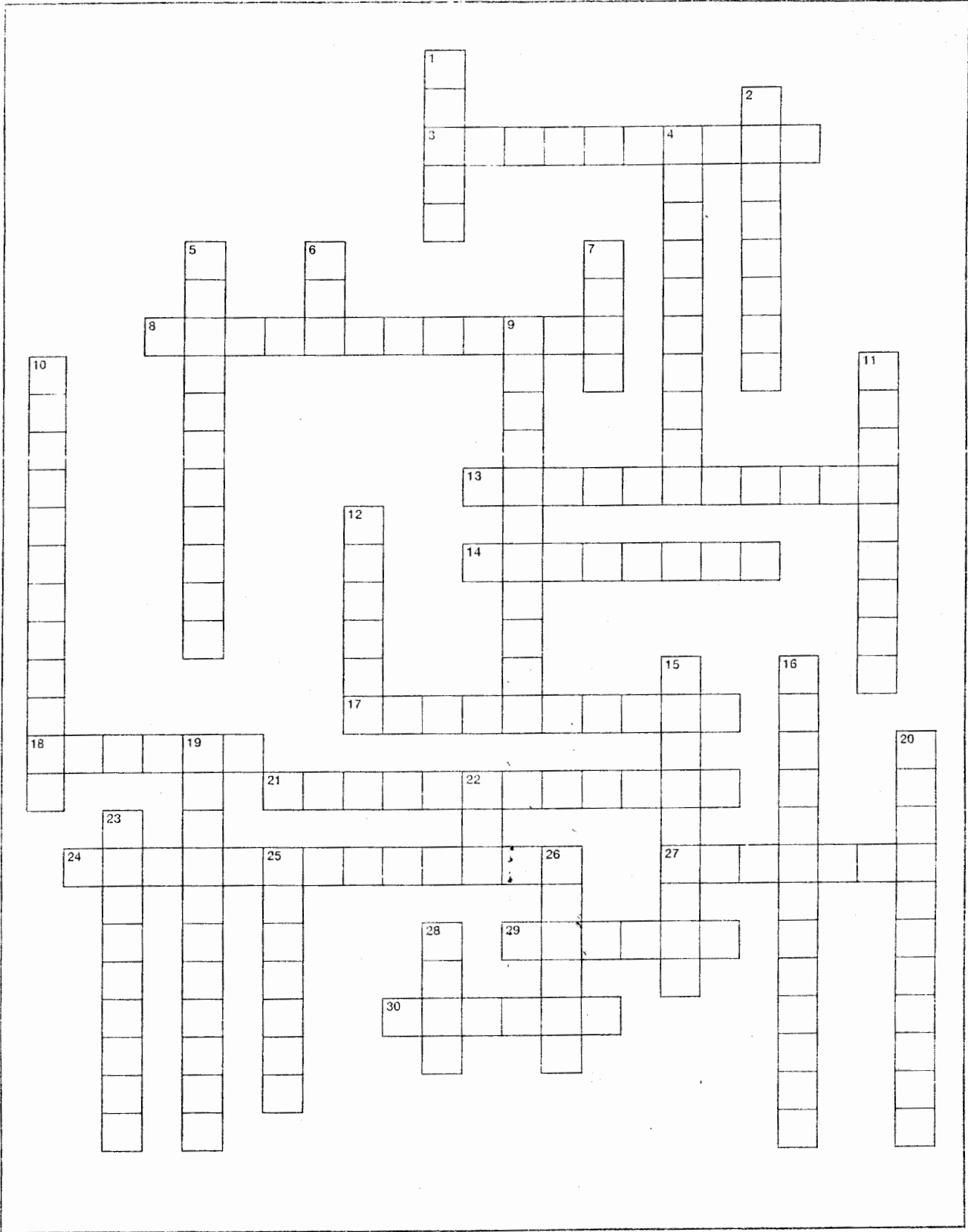
See how much marketing and advertising vocabulary you have learned.
Use the clues to complete the crossword puzzle.

Across

- 3 Another word for a TV advertisement.
- 8 Changing the price of a product or service depending on where it is sold: ... *pricing*.
- 13 Information about survey respondents' age, income, education, etc: ... *information*.
- 14 A free item, such as a pen, a mousepad, or a calendar, given to customers to promote a company.
- 17 A company that competes with others for the same customers: *One of Coca-Cola's main ...s in the beverage market is Pepsi-Cola*.
- 18 The group of people that a company wants to sell its products or services to: *the ... group*.
- 21 Comparing your company's products or services with those of the competitors:
- 24 The most important results from a market research study are called *the ...* . (5, 8)
- 27 To give a product or service a new image: *to ... it*.
- 29 The stage of the product life cycle when the product's market share is increasing.
- 30 A ... *ad* is an advertisement that appears at the top, bottom, or side of a website.

Down

- 1 A small group of people brought together to share their ideas and opinions for market research: *a ... group*.
- 2 An advertisement with ... *appeal* is attractive for logical reasons.
- 4 This person writes the text for advertisements.
- 5 A ... has information on a registered website user such as his or her name, password, and details of what products have been bought. (4, 7)
- 6 When two or more companies compete by cutting their prices it is called a *price ...* .
- 7 A ... *discount* is a discount given for very large orders, usually placed by another business.
- 9 Small shops with long opening hours that sell basic items such as milk, bread, cigarettes, and magazines: ... *stores*.
- 10 The percentage of responses received to a questionnaire: *the ...* . (8, 4)
- 11 One of the four Ps, this refers to where the product is sold or advertised.
- 12 What the first word in PR stands for.
- 15 The average price of a product or service is called the (5, 4)
- 16 You use a ... to show a presentation. (4, 9)
- 19 A positive comment about a company's product from a satisfied customer or a celebrity: *a product ...* .
- 20 This is a two-word phrase for a series of related items sold by a single company. (7, 4)
- 22 To be at a trade fair stand answering visitors' questions and giving out information: *to ... a stand*.
- 23 A ... lists the prices for advertising in a magazine or newspaper. (4, 5)
- 25 A ... is a fixed amount that a customer pays every month / year, etc. for a product or service. (4, 3)
The amount is not based on how often the customer uses the product or service.
- 26 You use it to find out what customers think.
- 28 Another word for the introduction in a press release.



Partner Files

UNIT 1, Exercise 10

File 1

Partner A

You work in the marketing department of your country's national rail service. You and your partner have been asked to choose three words or phrases to serve as your organization's brand values and then to present your ideas to the board of directors. Other teams have also been asked to propose brand values and the team with the best ideas will get a promotion.

You think the brand values that represent your company are *reliability*, *comfort*, and _____ (think of your own).

Work with your partner to choose the three brand values your team wants to present. Then prepare reasons why these values are the most important.

UNIT 2, Exercise 9

File 2

Partner A

You work for There & Back, a European budget airline. The airline currently flies between London, Paris, Rome, Berlin, Barcelona, and Amsterdam. You want to add two travel destinations in the next year, and are commissioning a market research firm to determine which of the destinations below are best:

Athens
Brussels
Lisbon
Marseilles
Sofia
Warsaw

You would prefer a focus group for your market research, but you need to discuss this with your partner first. Work together to decide on the best data collection method to use.

Then prepare a list of survey questions, and take turns to answer them (or give the survey to another pair in your class).

UNIT 3, Exercise 8

File 3

Partner A

You are Martin/Maria and ...

- prefer a pay-per-use pricing model.
- are not sure about geographical pricing. What would be the advantages of such a model?

UNIT 4, Exercise 9

File 4

Partner A

You are Tracy. Use your notes to discuss the advertising mix and the budget with Justin.

Budget €50,000

Ad in large general magazines:

€6,000 per issue *yes*

Ad in small specialist magazines:

€2,000 per issue *no*

Buying keywords: *perhaps a few*
€100–1,000 per word

Two-week bus ads in major British cities: €500 per city ??

good idea

Postcards: €1,000 for 50,000 postcards + €1,000 distribution costs

UNIT 7, Exercise 9

File 5

Partner A

First choose or fill in information to complete your profile. Then use your profile to meet people at a reception and make small talk.

Name: Erik / Erika

Title: Sales representative
(choose your own country/region)

Company: Swedish Healing

Hotel: Best Western (big, noisy, good bar)
 Angel Arms (small, friendly, great breakfast)

Mrs Long's Bed & Breakfast (quiet, outside of town – inconvenient)

Ibis (big, convenient, bad food)

Home: Sweden

Company

focus: Treatments for depression

Plans after

conference: Go straight home, lots of work

Take train to Scotland, tour the Highlands

Several client meetings in London area

UNIT 5, Exercise 4 File 6**Partner A**

You are Volker Harding. You have written the email on page 41 and now receive a phone call from Deborah Waters from Total Telemarketing. Note the following points:

- Long-term campaign, so you want to pay per call
- Need someone to begin asap
- Don't want to be involved at all (Total Telemarketing should handle everything)

UNIT 6, Exercise 5 File 7**Partner A**

You are Claudia Felber. You have made the following notes:

Sleet Gallery – nice idea, but what kind of photos? Appropriate for corporate image?
'Eyes on the Eyes' – is it really necessary?
Will it attract attention from our target market (wealthier customers)?
Seeing Further – sure to attract lots of media coverage, and helps a community with a real need

UNIT 1, Exercise 10 File 8**Partner B**

You work in the marketing department of your country's national rail service. You and your partner have been asked to choose three words or phrases to serve as your organization's brand values and then to present your ideas to the board of directors. Other teams have also been asked to propose brand values and the team with the best ideas will get a promotion.

You think the brand values that represent your company are *good value for money*, *environmentally aware*, and _____ (think of your own).

Work with your partner to choose the three brand values your team wants to present. Then prepare reasons why these values are the most important.

UNIT 3, Exercise 8 File 9**Partner B**

You are Carl/Carole and think it would be better to ...

- bundle services and offer a big discount in the first few months.
- use geographical pricing since your company faces more competition in some parts of the country than in others.

UNIT 3, Exercise 7 File 10**Partner C**

You are Geoff/Gillian and think it would be a good idea to give away free cable modems for customers to use. Modems should only be compatible with your company's technology. (You don't want customers to switch to another company!)

UNIT 2, Exercise 9 File 11**Partner B**

You work for There & Back, a European budget airline. The airline currently flies between London, Paris, Rome, Berlin, Barcelona, and Amsterdam. You want to add two travel destinations in the next year, and are commissioning a market research firm to determine which of the destinations below are best:

Athens
 Brussels
 Lisbon
 Marseilles
 Sofia
 Warsaw

You would prefer a street interview for your market research, but you need to discuss this with your partner first. Work together to decide on the best data collection method to use.

Then prepare a list of survey questions, and take turns to answer them (or give the survey to another pair in your class).

UNIT 7, Exercise 9 File 12**Partner B**

First choose or fill in information to complete your profile. Then use your profile to meet people at a reception and make small talk.

Name: Michael/Michaela
 Company: Natural Solutions
 Title: Marketing assistant
 Hotel: Best Western (big, noisy, good bar)
 Angel Arms (small, friendly, OK breakfast)
 Mrs Long's Bed & Breakfast (small, quiet, outside of town)
 Ibis (big, convenient, bad food)
 Home: (your town or city: _____)

Company focus: Natural remedies
 Plans after conference: Visit friends in Cambridge
 Meet with advertising agency in London
 Fly to Netherlands for product presentation

UNIT 7, Exercise 9 **File 13****Partner C**

First choose or fill in information to complete your profile. Then use your profile to meet people at a reception and make small talk.

Name: Bob/Barbara
 Title: _____
 Company: Sweevel Pharmaceuticals
 Hotel: Best Western (big, noisy, horrible bar)
 Angel Arms (small, very rude, horrible breakfast)
 Mrs Long's Bed & Breakfast (small, quiet, no Internet access)
 Ibis (big, convenient, bad food)
 Home: New York, USA
 Company focus: Plant-based medical treatments
 Plans after conference: Meet with plant-based medication firms in Great Britain
 Holiday in Cornwall – beautiful this time of year
 Return to States – daughter is getting married

UNIT 5, Exercise 9 **File 14****Partner B**

You are Deborah Waters, a partner at Total Telemarketing. You are calling Volker Harding at Geldsburg to follow up on his email (on page 41). Note the following points:

Prices

Week or less: charged per call

Longer: charged per hour

Ready to begin

Depends on needs

Support

Company should be involved → better results

UNIT 6, Exercise 5 **File 15****Partner B**

You are Christian/e Thielemann. You have made the following notes:

Sleet Gallery – great idea, and if the art is controversial, will attract more attention!
target market: rich people, and rich people like art!

'Eyes on the Eyes' – could be interesting, and vans will get lots of attention

Seeing Further – media coverage will only last for a week or so (when campaign is launched). And we want to reach people in Britain, not Central Asia!

UNIT 4, Exercise 9 **File 16****Partner B**

You are Justin. Use your notes to discuss the advertising mix and the budget with Tracy.

Budget €50,000

- ☞ Ad in large general magazines: €6,000 per issue *no*
- ☞ Ad in small specialist magazines: €2,000 per issue *good idea*
- ☞ Buying keywords: €100–1,000 per word *need a lot to reach target audience*
- ☞ Two-week bus ads in major British cities: €500 per city
- ☞ *No, hard to control quality*
- ☞ Postcards: €1,000 for 50,000 postcards + €1,000 distribution costs
- ☞ ??

UNIT 7, Exercise 9 **File 17****Partner D**

First choose or fill in information to complete your profile. Then use your profile to meet people at a reception and make small talk.

Name: William/Willa
 Title: Buyer
 Company: Mancurian Solutions
 Hotel: Best Western (big, fantastic)
 Angel Arms (small, too British, delicious breakfast)
 Mrs Long's Bed & Breakfast (small, inconvenient, no Internet access)
 Ibis (very noisy, convenient, good food)
 Home: Oxford, England
 Company focus: Antibiotics
 Plans after conference: Train home – giving important presentation on Monday
 Visit antibiotic manufacturers in southern England
 Spend few days with sister – she lives in London