

# The world of marketing

## Warm-up

### Market your image

1

Write the words from the VocabBooster into the appropriate definitions (1–11). Compare your findings with a partner.

## In this unit you are going to

- speak about how to market a new product or idea (*Speaking B2*)
- give a presentation on your school (*Speaking B1/B2*)
- promote a new project (*Speaking B2*)
- engage in polite and friendly small talk (*Speaking B1/B2*)
- write a blog comment about marketing strategies (*Writing B2*)
- write an e-mail of request (*Writing B2*)
- read an article about viral marketing (*Reading B2*)
- listen to dialogues about small talk (*Listening B1/B2*)
- listen to a talk on the secrets of food marketing (*Listening B2*)
- boost your vocabulary: socialising and small talk.



### VocabBooster

- 1 The \_\_\_\_\_ is the whole product, including name, packaging, instructions, reliability and after-sales.
- 2 A \_\_\_\_\_ is a firm supporting an organisation in return for advertising space.
- 3 \_\_\_\_\_ is the process of making a product or service available to the consumer or end user that needs it.
- 4 A \_\_\_\_\_ is the introduction of a new product with publicity.
- 5 The \_\_\_\_\_ is the concept or perception of a firm or product held by the general public.
- 6 The \_\_\_\_\_ is the customer who is the ultimate (and so real) consumer of a product.
- 7 \_\_\_\_\_ is the study of consumers' needs and preferences, often for a particular product.
- 8 The \_\_\_\_\_ is a small piece of paper or plastic on a product giving information about it. It can also refer to the brand.
- 9 The \_\_\_\_\_ is the place where a product is actually sold to the public.
- 10 The \_\_\_\_\_ is a special symbol, design or word used to represent a product or firm.
- 11 \_\_\_\_\_ is the creation and maintenance of a good public image.



2

Discuss the following questions with a partner.

- 1 What is the most successful Austrian marketing campaign you know of? Explain.
- 2 How would you start marketing a product or idea you had?
- 3 How has the Internet changed marketing? Give examples.
- 4 Why would you / would you not like to work in marketing? Give reasons.



# 3 The world of marketing



You are doing an internship at *Lillywhites*, a sports article manufacturer in the UK. The company would like to break into a new overseas market with a new range of sports goods. You have been asked by the Managing Director to investigate ways of doing this.

In your presentation you should

- point out the most important information about your target audience (age, interests, popular sport in their area, ...)
- analyse the current competition on the market
- suggest ways of promoting the new products in the market.



Get into pairs and give your presentations. Speak for about five minutes. Use some of the phrases for giving a presentation from the LanguageBox on page 7. Take turns.

## Reading

### Viral marketing

- 1 Get into pairs. Have a look at the definition of viral marketing below and fill in the appropriate verbs from the VocabBooster. Use the correct form. Compare your results with a partner. Then summarise the main idea of viral marketing in your own words. Take turns.

to assume ■ to add ■ to interact ■ to spread

### VocabBooster

Viral marketing is Internet marketing that  <sup>1</sup> exponentially whenever a new user  <sup>2</sup>. Viral marketing  <sup>3</sup> that as each new user starts using the service or product, the advertising will go to everyone with whom that user  <sup>4</sup>.



2 Discuss the following questions with a partner.

- 1 When you find something interesting / attractive on the Internet, how often do you usually forward it to your friends and / or relatives?
- 2 What are the most effective social media platforms for viral marketing? Why?
- 3 What are the advantages and disadvantages of viral marketing for businesses? Take notes in the grid.



advantages	disadvantages

- 3 Have a look at the VocabBooster. Match the sentence beginnings (1–8) in A with the appropriate sentence endings in B. Sometimes there is more than one possibility. Compare your results with a partner.

## VocabBooster

A	B
This company wants to <b>shape</b> 1	<input type="checkbox"/> <b>spending</b> on TV ads.
The rise in social media has <b>shifted</b> 2	<input type="checkbox"/> <b>a TV advert</b> on the internet and expect it to work.
Spending on digital advertising <b>has eclipsed</b> 3	<input type="checkbox"/> <b>the same</b> at its core.
The company <b>opened</b> 4	<input type="checkbox"/> the viewer's <b>attention</b> .
You cannot simply <b>plop</b> 5	<input type="checkbox"/> <b>the advert</b> if they do not want to watch it.
A viewer can <b>skip</b> 6	<input type="checkbox"/> <b>power</b> from editor to user.
You need higher quality ads to <b>capture</b> 7	<input type="checkbox"/> <b>a new office</b> in Asia.
The industry <b>remains</b> 8	<input type="checkbox"/> <b>the future</b> of marketing.



- 4 Read the article about a British start-up that makes videos go viral. Then complete the sentences (1–6) on page 36 using a maximum of four words. Write your answers in the spaces provided. The first one (0) has been done for you.



## Meet the British start-up that makes videos go viral

**You might not have heard of the viral video advertising company *Unruly*, but you've definitely seen its work**

**The  
Telegraph**

- 1 You may not have heard of *Unruly*, but if you are one of the many millions of people who have seen *Dove's* beauty sketches advert, *Evian's* Roller Babies spot or *T-Mobile's* dancing flash mobs, you have seen the company's work.

*Unruly*, a video advertising technology business looking to shape the future of marketing has helped some of the world's most memorable ads go viral. The media landscape has been transformed over the past few years. The rise of social media and free self-publishing platforms such as *WordPress* and *Tumblr* has created a connected, engaged audience and shifted power from editor to user. "The consumer is now in control of what they are reading and, most fundamentally, what's worth reading," said Scott Button, founder and CEO of *Unruly*.

When he and two university friends, Sarah Wood and Matt Cooke, now COO and CTO respectively, started *Unruly* a few years ago, they were making a bet that what was happening to digital media would happen to advertising.

"It's all taken longer to come to scale than we thought," Mr Button said. But the ad industry is starting to catch up.

Although digital ad spend is already higher than spending on TV ads in the UK, and eclipsed broadcast spending for the first time in the US two years ago, this year will see major companies move hundreds of millions, even billions, of dollars over 30 into digital marketing for the first time, he said. Both revenue streams have continued to grow so far, but "TV spending could go into decline over the next few years".

The company reported annual revenues of £26.9m in 2017, a 23 per cent increase on the previous year, buoyed by a 40 per cent bump in fourth quarter revenues to £9.7m.

*Unruly* also opened a new office in Asia Pacific, increased its staff from 140 to 190 (and is hiring 20 more) and launched new products including a skippable pre-roll format that puts the viewer in control. That's because *Unruly* knows that a brand cannot take an advert created for television, plop it on the Internet and hold its breath for a global reaction.

Unlike a 30-second TV spot that interrupts a re-run of *How I met your Mother*, an Internet advert can be several minutes long and is "designed to be watched, talked about, shared and discoverable in 50

# 3 The world of marketing

a social environment,” said Mr Button. The viewer can skip the advert, so a brand needs “a higher quality of advertising material to genuinely capture the viewer’s attention – and their engagement”.

55 Brands also have to react faster. *Unruly* is able to predict whether an advert will go viral. Its *ShareRank* algorithm uses a database of more than 250,000 viewer reactions and 1.3 trillion video views to evaluate the emotional impact of  
60 an advert, predicting its success to 80 per cent accuracy. “It was a market first,” Mr Button said. “We’ve tracked all branded video content for five to six years now.” Although other companies are starting to catch up, “our data set has given us a  
65 two to three year lead”.

It has also given *Unruly*, which is headquartered in London but has offices around the world, a global expertise about what works in what markets.

The company tested one advert in Germany and  
70 the UK. The film showed people being pranked in an airport, discovering by seeing their faces on newspaper front pages and television screens and hearing their description read over the speaker system that they were wanted by security. The  
75 advert, called Stress Tests, was for *Nivea* anti-perspirant. “In the UK, people found it hilarious,” said Mr Button. “In Germany, they found it very stressful.”

But some emotions are universal – like the time a  
80 Thai life insurance company reduced a room full

of American advertising executives in Las Vegas to tears with an advert, “*Unsung Hero*”, showing a man doing small acts of kindness, such as helping a woman lift a food cart over a kerb or giving some cash to a little girl on the street.

85 The ad asked why he did all these things: “He gets nothing, he won’t be richer ... He’s still anonymous,” before showing the little girl from the street running home from school – education paid for by his donation.  
90

Of course, despite these developments, the industry remains the same at its core: “It’s still about advertising,” Mr Button said. “If you’re going to spend millions, you sure as hell need to move the needles on sales.”  
95

The question is, “how do you do that in a digital, social environment where no one needs to watch your ads at all?”



**Please note:** COO = Chief Operating Officer  
CTO = Chief Technology Officer

0 *Unruly* supports companies making \_\_\_\_.

their ads go viral

1 Scott Button claims that it is no longer the businesses that are dictating what people are reading but \_\_\_\_.

2 The senior board of *Unruly* predicted that the fundamental shift taking place on social networks would also \_\_\_\_.

3 Currently more money is spent in the UK/US on Internet marketing \_\_\_\_.

4 Mr Button points out that compared to TV commercials, it is more challenging for brands to get people to watch \_\_\_\_.

5 *Unruly's ShareRank* algorithm helps them to find out about an ad's \_\_\_\_.

6 Due to their special technology, *Unruly* is still some years' ahead \_\_\_\_.



## Language in use

### How to market yourself in small talk

Effective small talk skills are inevitable in business and will help you to market yourself successfully. In English, it can be crucial to get the level of politeness and friendliness right. Have a look at this quick review of small talk phrases.



#### 1 Getting started

Match the opening lines in A with the most appropriate situations in B. Compare your results with a partner.

A	B
Do you mind if I join you? <b>1</b>	<input type="checkbox"/> You want to start a conversation with someone at the same event / place as you.
Excuse me, but have you been here before? <b>2</b>	<input type="checkbox"/> You want to introduce yourself to someone in a polite but assertive way.
Forgive me if I'm mistaken, but weren't you at the meeting earlier? <b>3</b>	<input type="checkbox"/> You approach two or more people who are talking together.
Hi, I'm Melinda Hofer from Innsbruck, and you are ...? <b>4</b>	<input type="checkbox"/> You want to introduce yourself in a slightly more formal way.
Hello. My name's Mick Goodman, pleased to meet you. <b>5</b>	<input type="checkbox"/> You think you may recognise someone from before.

#### 2 Keeping the conversation going

Reconstruct these polite questions by adding the missing vowels (a, e, i, o, u). Names have been left complete. Then get into pairs and compare your results.

**1** S, whr xctly r y frm, Mick?

.....

**2** Tll m, Barbara, wht d y d?

.....

**3** Y'r cvl ngnr? Wht ds tht nvlv xctly?

.....

**4** nd wht brngs y t Linz? f y dn't mnd m skng.

.....

**5** D y cm hr ftn?

.....

#### 3 Finishing the conversation

Reconstruct suitable ways of saying goodbye by putting these words in the correct order.

**1** talking was it to Well, nice you. we'll into later Perhaps other bump each.

.....

2 colleagues back get better to I'd my now. later you See.

3 but a have to move going Sorry, to now I'm make. rest conference you I the enjoy of the hope!

4 you pleasure been to a It's talking. sometime again to you Hope see!

5 I'd now then, be better off Right. Bye!

- 4 Now complete the following two dialogues using some of the words/phrases from the above tasks (activities 1–3). Write a suitable word/phrase into each gap. The first one (0) has been done for you. Compare your results with a partner.

#### In the coffee bar at an international trade fair

**Stefan:** Do you  <sup>0</sup> if I join you?

**Carmen:** No,  <sup>1</sup>. I'm Carmen from *Borealis* and this is Marta from *H&S*, Zagreb.

**Stefan:** My name's Stefan,  <sup>2</sup> to meet you.

**Marta:**  <sup>3</sup> me if I'm mistaken, but didn't I see you on the *Siemens* stand earlier?

**Stefan:** Yes, that's right, I'm  <sup>4</sup> internship with them, in marketing.

**Carmen:** Oh, okay ... so what does that involve exactly?

**Stefan:** Well, at the moment I'm  <sup>5</sup> building automation, which is basically management systems that run things like heating, ventilation, air conditioning, whatever.

**Carmen:** Sounds interesting, don't you think, Marta? Marta is a graphic designer, and the company she works for has been commissioned to develop an  <sup>6</sup> for a new product.

**Marta:** That's right – and currently we're struggling a bit with the results of the latest market analyses. We definitely need to focus on viral marketing. Hey, maybe I can pick your brain a little?

**Stefan:** Sure, I'd be pleased to help, if I  <sup>7</sup>.

**Carmen:** Oh well, I think I'll leave you both to it. I'd better be getting  <sup>8</sup> to my colleagues at the *Borealis* stand. It was nice  <sup>9</sup> you, Stefan. Perhaps we'll  <sup>10</sup> into each other later. Bye, Marta!



#### At a barbecue at Jack's house

**Michael:** Hi, I'm Michael, a friend of Simon's. And you  <sup>1</sup> ...?

**Andrés:** Andrés. Hi, nice to [ ]<sup>2</sup>.

**Michael:** And where [ ]<sup>3</sup> are you from, Andrés? I haven't seen you at Simon's before, have I?

**Andrés:** No, I've only just moved to Bregenz and I've just started working in the same company as Simon. Before that I was in Stuttgart, working in marketing at *Mercedes-Benz*. But originally I'm from Madrid.



**Michael:** Oh, really? I'd also like to work in marketing later on. And what [ ]<sup>4</sup> you to Bregenz, if you don't [ ]<sup>5</sup> me asking?

**Andrés:** Oh no, [ ]<sup>6</sup>. My girlfriend's from round here and we decided to move here rather than live in Stuttgart, far better quality of life here.

**Michael:** Yeah, I certainly agree with you on that – cheers!

**Andrés:** Well, tell me, Michael, what [ ]<sup>7</sup>?

**Michael:** Me? I'm a student at the local technical college. I'm in my final year there.

**Andrés:** And what do you plan to do when you leave?

**Michael:** I'm not quite sure yet, I've just done an internship with *Siemens* and now I think I might take a year off and do some travelling before I go to university or look [ ]<sup>8</sup>.

**Andrés:** Sounds great! Well, whatever you end up doing, may the force be with you, as they say!

**Michael:** Thanks. Oh well, I'm going to have to make a [ ]<sup>9</sup> now. I've got a paper to hand in tomorrow. [ ]<sup>10</sup> the rest of the barbecue!

**Andrés:** Right then, I'd better be [ ]<sup>11</sup> now, too. I promised to help a friend with his computer. It was good [ ]<sup>12</sup> to you. See you later, Michael.

**Michael:** See you, Andrés. Take care.



5 Listen to the dialogues and check your answers.

Tracks 3, 4

## Speaking

### Marketing your school



1 The *AIDA formula* is widely used in marketing to describe the steps or stages that occur from the time when a consumer first becomes aware of a product or brand through to when the consumer trials a product or makes a purchase decision.

Get into pairs. Have a look at the *AIDA formula* on page 40 and describe it in your own words. Take turns.



# 3 The world of marketing

## AIDA for Advertising

### AWARENESS

Something is used to attract the reader's or viewer's attention. In a print ad, it might be a photograph or illustration, bold type, white space around the art and words of the ad, or the ad's size. In a commercial, it might be images, sounds and voiceovers on the screen.

### INTEREST

Some information, such as details, price or availability, is provided to create interest in the product being advertised.

### DESIRE

Something is used to make you desire the product. A celebrity may appear in the ad/commercial. The images and language of the ad/commercial may suggest that you will benefit from the product.

### ACTION

Something is done to urge to act now. There may be a time limit on a sale price or a limited supply of the product.



2

Your school is taking part in an international school exchange programme. At a first meeting every school has the opportunity to promote itself to convince as many exchange students as possible to study at their school. You have been asked to give a presentation.

In your presentation you should

- present your school and explain its vocational focus
- showcase your school's greatest strengths
- highlight special attractions and sights worth seeing near the school.

Get into pairs and give your presentations. Speak for about five minutes. Use some of the phrases for giving a presentation from the LanguageBox on page 7. Take turns.



3

After the meeting the principal asks your class to come up with some ideas for a promotional video for your school.

In your brainstorming session you should

- describe how you can create awareness and interest using the *AIDA formula* in activity 1
- discuss the appropriate length, setting, background music and presenter for your video
- suggest ideas for a memorable beginning and ending of the promotional video.

Get into groups of three. Speak for about six minutes.





## Writing

### Writing a blog comment

You have come across the following post on [www.moneyning.com](http://www.moneyning.com).

#### How to avoid becoming a victim of marketing

by Sam

September 18, 2:35 pm

Do you remember the *Foot Locker* commercial? The timing was perfect, and watching Tyson hand Holyfield his ear was hilarious. So when I went to the mall and saw signs for the “Week of Greatness” sale, the commercial came to my mind — and I almost bought in.

The commercial did its job. Fortunately, I stopped before laying down the credit card.

The point of good marketing is to leave you with nothing. OK, maybe that’s a cynical way of looking at it — but the fact is that millions of dollars are spent on marketing, so you can spend without thought on goods. This isn’t news: you know it. Still, you let them win your money.

Here’s how to avoid becoming a victim of marketing:

- **Think:** Good marketing makes you feel good just by looking at it. So what happens when you buy the product? All your problems will disappear. Life will be perfect, just as you imagine. Well, at least that’s what they want you to believe. But remember to not buy into their strategies, because it’s not going to change much for you.
- **Analyse:** Do you have similar products or items you’ve bought before? Did you use them? Do you really need them?
- **Breathe:** Take a moment to breathe when you see a great ad that makes you think, “Yeah, I need this!” What is this commercial making you feel? More adequate? More attractive? Breathe and tell yourself that you already are these things.
- **Wait:** Before you make a purchase, complete a waiting period to see if you’re still crazy about the product. If you are, then go for it. The waiting period should at least last for a week.
- **Budget:** Allow yourself a spending budget and stick to it. If the item you want fits into your budget, well, great! If not, sorry. You have to do without until you can pay for it.
- **Be satisfied:** You’re you, and you’re magnificent. Do not let your self-esteem depend on material goods.

Marketing’s job is to make you feel sexy and alluring through products. If you’re already solid in your own skin and mind, however, they can’t win. And you’ll keep more money in your pockets.

Do you agree?

Looking forward to reading your comments!

You have decided to comment on this blog post. In your blog comment you should

- reflect on the strategies mentioned above
- describe one incident where you fell victim to marketing
- explain to what extent marketers and marketing companies bear social responsibility.

Write about 250 words.

► Writing reference, pp. 271 f.)

## Listening

### The secrets of food marketing

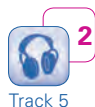


Have a look at the VocabBooster. Match the words/phrases in A with the appropriate definitions in B. Compare your results with a partner. Use an online dictionary if you need help.



### VocabBooster

	A	B
marketer	1	<input type="checkbox"/> to convince people that sth. is another thing
to crave sth.	2	<input type="checkbox"/> because it is needed
instant food	3	<input type="checkbox"/> to want sth. very much
to pass sth. off as another thing	4	<input type="checkbox"/> food that can be prepared very easily and quickly
by necessity	5	<input type="checkbox"/> to include in sth., to become part of sth.
veterinarian	6	<input type="checkbox"/> a farm building where crops or animal food is kept
to incorporate into sth.	7	<input type="checkbox"/> behaviour that deliberately causes pain or distress to people or animals
barn	8	<input type="checkbox"/> a person who is qualified to treat sick or injured animals
cruelty	9	<input type="checkbox"/> a person whose job involves marketing



Track 5

Listen to this talk on the secrets of food marketing. While listening, choose the correct answer (A, B, C or D) for questions 1–6. Write your answers in the spaces provided. The first one (0) has been done for you.



- 0 The key task of a marketer is to
- A reveal the secrets of marketing.
  - B make a customer wish to purchase a certain product.
  - C crave public interest for a new product.
  - D inform people about innovations in the food industry.
- 1 The instant mix cake did not work because the target consumers
- A felt some ingredients in the cake were missing.
  - B did not like the recipe of the instant cake.
  - C did not feel comfortable making something as simple as that.
  - D preferred to bake their own cakes.
- 2 Information on food labels
- A follows strict guidelines.
  - B is often dishonest and misleading.
  - C helps people to make healthy food choices.
  - D is designed to make the end user feel good about the product.

- 3 Intensive farming developed after the Second World War
- A due to a shortage of resources.
  - B and became an important economic factor.
  - C and helped society to grow economically.
  - D and has now reached its peak.
- 4 The language of innovation in marketing
- A tries to take the focus away from negative images.
  - B uses words to boost people's self-esteem.
  - C clarifies a brand's viewpoints.
  - D helps people to make the right purchasing choices.
- 5 The secret weapon in marketing
- A are the supermarkets.
  - B are children.
  - C are the consumers themselves.
  - D is the audience.
- 6 Marketing benefits from people's
- A interest in the product's origin.
  - B boundless curiosity about new products.
  - C great passion for advertisements.
  - D willingness to ignore the product's background.

0	1	2	3	4	5	6
B						



3 Get into pairs and discuss the following questions.

- 1 Do you know where, when, how and by whom your food was produced? Explain where you can find this information on the packaging.
- 2 Do you think there is a link between watching TV and being overweight among children? Why? / Why not?
- 3 What is your favourite meal? Write down every single ingredient that is in that meal and where the ingredients come from. Calculate the average number of kilometres the ingredients travel to your table.
- 4 To what extent do people's concerns, lifestyle choices, incomes and attitudes influence the kinds of foods they buy? Give reasons.

## Language in use



- 1 The phrases in the LanguageBox on page 44 are useful for making and responding to requests in conversations. Make sure that you understand their meaning. Check any unknown phrases in an online dictionary.

