

# MARKET YOUR BRAND

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## 1 Warm-up: Fake it till you make it

### 1 a

Listening  
Track 1

You are going to listen to a conversation between three young people about high-end and fake brands. While listening, have a look at the questions (1–3) in the table and take notes. Compare your findings with a partner.



### my notes

- |   |  |
|---|--|
| 1 | What is Ciara's view on fake brands?   |
| 2 | What is Aaron's opinion on designer brands?  |
| 3 | Why is Mustapha not into high-end brands? What is most important to him when it comes to clothing? |

### 1 b

Speaking

Get into pairs. Read the quotes (A–C) about fake brands and discuss the questions below.

**A** You cannot fake chic but you can be chic and fake fur.

*(Karl Lagerfeld, 1933–2019, fashion designer)*

**B** Fakes are never in fashion.

**C** Fake is the latest TREND and everyone seems to be in STYLE.

- What is the main idea of each quote? Explain.
- Why do people buy fake brands? Give reasons.
- What is your personal opinion on fake brands? Explain.
- Do you prefer designer brands to conventional ones? Why?/Why not?



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## 2 Reading: Brand loyalty

**2 a**  
Speaking  
www

Get into pairs. Have a look at the following brand names (1–8) and guess where they got their names from. Match the brands in A with the appropriate origin story in B. Do some online research if you need help. Compare your results with another pair.

	A	B
Adidas	1 <input type="checkbox"/>	a The brand is named after a Greek goddess who personified victory.
Haribo	2 <input type="checkbox"/>	b The brand name refers to two of its main original ingredients.
Nike	3 <input type="checkbox"/>	c The brand name is a blend of its creator's first and surname.
Netflix	4 <input type="checkbox"/>	d The brand name refers to a family name that has been carried by generations of industrialists.
Siemens	5 <input type="checkbox"/>	e The brand name is based on the Latin translation of the founder's surname.
Coca-Cola	6 <input type="checkbox"/>	f The brand name is an acronym of the first name and the surname of the founder as well as the first two letters of the company location.
Apple	7 <input type="checkbox"/>	g The brand name is a combination of two shortened words.
Audi	8 <input type="checkbox"/>	h The name was created during one of the founder's diets.

**2 b**  
Speaking

Brands are powerful tools in today's society, and they influence our behaviour and attitudes more than ever before. Get into pairs and discuss the following questions.



- Which brands have you used or consumed so far today?
- Which ones would you not be willing to replace with no-name brands? Give reasons for this.
- Which brands would you never even consider? What do you dislike about them?
- What brands are you particularly loyal to and why? Give reasons.

**2 c**  
Vocabulary  
www

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

VocabBooster

	A	B
to be alien to so.	1 <input type="checkbox"/>	a to be disapproved of
to fuel a massive change	2 <input type="checkbox"/>	b to prove that sth. exists or is true, or to make certain that sth. is correct
to offer warranties	3 <input type="checkbox"/>	c to be unfamiliar, to be different from what so. is used to
to have an unlimited returns policy	4 <input type="checkbox"/>	d to improve a situation by offering cheap clothes, to be able to buy new clothes often
recession	5 <input type="checkbox"/>	e a temporary depression in economic activity or prosperity
to verify sth.	6 <input type="checkbox"/>	f to trust opinions or feedbacks of customers for a particular product
to strongly rely on product reviews	7 <input type="checkbox"/>	g to be motivated/caused by followers of social media marketers
to ban photo retouching	8 <input type="checkbox"/>	h to forbid photo manipulation to change the look of a person, place or object
to be resistant to sth.	9 <input type="checkbox"/>	i to be economical, to not be wasteful with money
to be fickle	10 <input type="checkbox"/>	k to provide guarantees
to be driven by the influencer community	11 <input type="checkbox"/>	l customers can return or exchange unwanted or defective merchandise that they have purchased previously
to be remedied by fast fashion	12 <input type="checkbox"/>	m to be likely to change one's opinion or one's feelings suddenly and without a good reason
to be thrifty	13 <input type="checkbox"/>	n to drive an enormous shift in circumstances
to be frowned upon	14 <input type="checkbox"/>	o to not be influenced by sth., to be immune to sth.

2 d

Reading  
Test format  
Multiple choice

Read the article about brand loyalty among the current generation. 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.



## The younger generation has triggered a shopping revolution that could kill brands as we know them

1 Amanda Chernin, age 18, from Delray Beach, Florida, says she shops online almost every day. She is not loyal to  
5 any one brand or store. Instead, she shops wherever is most affordable. She rarely goes to a physical store to try clothes on, and if she ends up not liking a piece she buys, she re-  
10 sells it online. While Chernin's approach to shopping might still be alien to some consumers, she is an example of the young, modern consumer. She is part of the first truly digital generation, which has grown up cradling a smartphone and  
15 has never known a time without the Internet and social media.

Brands today are bracing themselves for the next wave of shoppers, between the ages of 13 and 21, who are gearing up to enter the workforce and  
20 become a formidable force in the economy. The young generation, experts say, will fuel a massive change in how people shop.

### Young people's spending habits

25 "Young people today are very fiscally pragmatic and practical with their money. They are looking for value," Jason Dorsey, a consultant and researcher who delivered a *TEDx Talk* about the current young generation, told *Business Insider*. Dorsey claims that value can be achieved in two ways: by  
30 shopping for clothing from brands that already have low prices, or by buying more expensive things that last longer.

Tanner Frick, 21, majors in business at the *University of Sioux Falls*, in South Dakota. He's  
35 a self-described "brand freak" and says he shops at *Nike*, *Lululemon*, and *Patagonia*. "I trust them more," he said, referring to these brands and the warranties they offer. *Patagonia*, for example, has an unlimited returns policy on unworn items and  
40 offers a repair service for worn clothing.

For others, low prices are more important. "Young people often don't want to pay full price for anything," Dorsey said, adding that these spending habits were likely passed down to them by their  
45 parents and teachers, who were shaped by the recession. The median-age young shopper, currently



17, would have been 6 when the financial crisis began, in 2008. While they were not in the workforce yet, they were  
50 old enough to remember it and see how their parents and older friends struggled, Dorsey said.

### An obsession with price instantly makes them less loyal to brands.

55 "There really isn't brand loyalty like in the past," Marcie Merriman, the executive director for growth strategy and retail innovations at *Ernst & Young*, told *Business Insider*. They "are highly informed and want to take charge of their lives  
60 and their futures," Merriman wrote in a recent report about today's young generation. "Getting these consumers to be loyal to a brand will be more challenging than ever."

They have largely been made sceptical by their  
65 ability to verify almost anything online. They also strongly rely on product reviews. For this reason, experts say that young people value transparency and authenticity in the brands that they shop from, and retailers are gradually responding to this idea.  
70 Younger brands such as *Everlane* and *Toms* have led the charge, but increasingly legacy brands such as *American Eagle Outfitters* are shifting to offer greater transparency in their products and marketing.

*Aerie*, *American Eagle's* lifestyle and underwear  
75 brand, is a good example of this. It was applauded by customers for its decision to ban any photo retouching in its ads a few years ago. Meanwhile, competitors such as *Victoria's Secret*, which has been more resistant to changes in branding, have  
80 suffered financially.

The younger generation wants to support and participate in brands that they believe in and that reflect them. They are loyal to brands that they  
85 feel understand them and reflect their values. They are more fickle than previous generations, and if brands are slow to engage or if they break their promises, the young shoppers will move on. They also do not use brands to define their identity like  
90 past generations may have done.

Merriman also says that young people are creating their own personal brand. "It's not the



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brand leading the consumer; it's the consumer using the brand or the product in whatever ways they want," she said. This is partly driven by the influencer community, she added. Traditionally, a brand image was determined by the company and how it chose to market it. Now, a brand image is increasingly about how it is perceived and marketed by the influencer who wears it.

**Living life in pictures means you need a lot of outfits**  
Young people today may be more sustainability-minded than previous generations, but they also face constant pressure to wear new items given that they are likely to be the most photographed generation. In the past, this would have been easily remedied by fast fashion, and for many it likely still is. Fast fashion that is created cheaply and discarded quickly contributes to waste, however. Young shoppers with an eye on sustainability and who also want to wear unique clothes have given rise to non-traditional modes of shopping such as rental and resale or thrift.

*Express* recently launched its *Express Style Trial* service, which allows consumers to rent up to three

items at any given time for a monthly fee. "There is a trend towards clothes having a second life or being used again," Merriman said. "This is part of their focus on quality, value, and thoughtful purchasing, and I think these rental services are just different ways for them to participate."

Second hand shopping also affords teens the chance to dress in unique ways. The fact that they are thrifty helps them to build their own identity and create their own story. According to sociologists, this desire to be unique stems from the important societal and cultural changes that have occurred during this generation's upbringing, which has made them more accepting of diversity.

"They are so focused on accepting people that are different that there's this mindset that if you do want to follow what other people are doing, it's frowned upon," Merriman said. "They are trying so hard to make sure everyone feels included and accept everyone, so they feel they have to be different to be involved in that."

**0 The major factor that sets the youngest generation's shopping habits apart from older generations' is**

- A access to and usage of online shopping.
- B the increased number of available brands.
- C limited income and reliance on parental help.
- D changing views on capitalistic structures.

**1 Experts say that the most important product criterion for young people today is an item's**

- A versatility.
- B brand name.
- C origin.
- D affordability.

**2 The current generation's attitudes on spending were most likely influenced by**

- A social pressure from friends and the Internet to spend less.
- B more personalised and targeted advertising campaigns.
- C parents' habits during the economic downturn.
- D celebrities and influencers' product placement on social media.

**3 Companies which refuse to change their core structures or marketing strategies are**

- A out-performed by those who adapt quickly.
- B not respected by older generations.
- C rewarded for their consistency.
- D often considered more trustworthy.

**4 Modern brand identities are defined primarily by**

- A how a company advertises its products.
- B everyday consumers during everyday interactions with their families.
- C people in the public eye who talk about and use the product.
- D online pop-up advertisements.

**5 An innovative alternative to fast fashion that is slowly gaining more popularity is**

- A trading clothes with friends on university campuses.
- B the option to borrow clothing for a monthly fee.
- C buying materials and sewing your own clothes.
- D only buying clothing from vegan manufacturers.

**6 When creating a new look, the most important aspect for many teens is**

- A emphasising sustainably-produced clothes.
- B the items' degree of comfort.
- C having unique accessories that look expensive.
- D owning pieces of clothing that no one else does.

0	1	2	3	4	5	6
A						

2 e

Speaking  
www  
Test format  
Interaction

Your school has been invited to send representatives to the *European Youth Parliament*. You are taking part in a workshop on the topic of brand awareness. In one of the workshop sessions, you and another participant have been asked to discuss the topic of consumer manipulation through brands.

In your discussion you should

- give examples of Austrian brands with high brand awareness
- explain why they are so successful
- outline strategies used by brands to manipulate consumers
- describe one incident where you fell victim to brand marketing
- discuss to what extent brands have social responsibility.



Discussion phrases  
> page 263

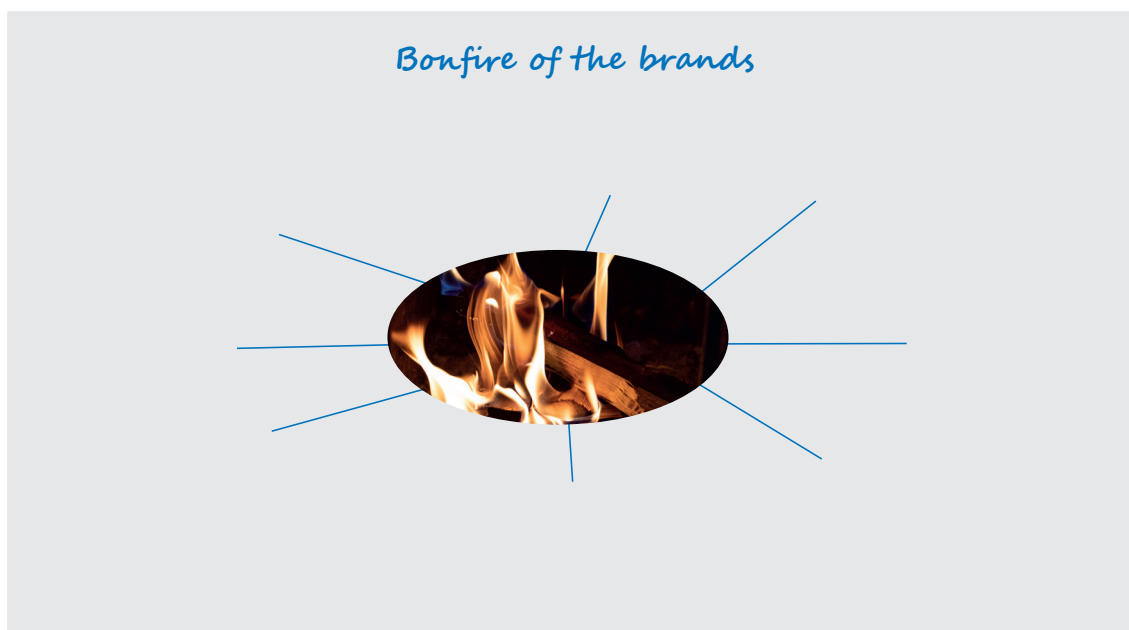
Get into pairs and start your discussion. Use appropriate phrases from the VocabBooster in activity 2c. Do some online research if you need help. Speak for about six minutes.

### 3 Writing a blog comment: Bonfire of the brands

3 a

Speaking  
www

**Step 1:** Neil Boorman, a British journalist and music promoter, decided to burn all his branded goods in a big public bonfire in London as part of a six-month project of living without brands. He also documented his experience in a blog, as well as a book. Look for a video of Neil Boorman's bonfire on *YouTube* by searching for *Bonfire of the brands* and take notes in the mind map.



**Step 2:** Get into pairs and discuss the following questions.

- 1 What do you think of Neil Boorman's *Bonfire of the brands* project?
- 2 To what extent do you agree with his view on the power of brands? Explain.
- 3 Do you think he felt better and happier after burning down all his branded stuff? Give reasons.
- 4 What would you have done differently in his position? Explain.





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3 b

Vocabulary

Have a look at the VocabBooster. Match the phrases in A with the appropriate definitions/synonyms in B. Compare your results with a partner.

VocabBooster

	A	B
beyond all reason	1 <input type="checkbox"/>	a to release oneself from a money-oriented attitude/mentality
to be gullible	2 <input type="checkbox"/>	b to rid yourself from all your belongings
to top up one's self-esteem	3 <input type="checkbox"/>	c to give branded items away for a good cause
to free oneself from a materialistic mindset	4 <input type="checkbox"/>	d to be naïve; to be easily tricked because so. is too trusting
to donate the branded goods	5 <input type="checkbox"/>	e to purchase sth. only if you really need it
to give away all of one's possessions	6 <input type="checkbox"/>	f to boost one's self-confidence
to buy things based on necessity	7 <input type="checkbox"/>	g to be more adapted to personal requirements and/or tastes
to make snap judgements about so.	8 <input type="checkbox"/>	h to form an opinion about so. suddenly and without careful thought
to respond to consumer aspirations	9 <input type="checkbox"/>	i to become more obvious; to become easier to understand/see through
to opt for ethical brands	10 <input type="checkbox"/>	k to choose brands that do not cause any harm (neither to its users nor the planet)
to become more transparent	11 <input type="checkbox"/>	l to react to the consumers' desires and wishes
to be more personalised and individualised	12 <input type="checkbox"/>	m so extreme it is no longer sensible

3 c

Writing

Text type

Blog comment

> page 267

You came across Neil Boorman's blog on the Internet.

## My bonfire of the brands project

by Neil Boorman

April 16, 3:45 pm

Well, basically, at one point I realised that as I've grown up, I've used brands to create an identity for myself. For me brands have become a tool by which I reinforce my personality and articulate aspirations of my future me. I have grown to depend on these brands to reassure every aspect of my self-esteem.



The problem, of course, is that brands are not a substitute for a real sense of self, for confidence, self-respect, or even of style for that matter. They are empty promises that offer us the illusion that we can be different, better people, that we can be fitter, sexier, richer, more enviable than we currently are. Social media and lifestyle magazines constantly challenge us on our status and successfully make us believe that we need more than we already have.

Of course, nobody thinks quite that simplistically about branding when you ask them, but the messages of advertising are so pervasive that their transparent lies have become normal to us.

What is your take on that? What role do brands play in your life? Let me know in the comments!

You have decided to write a comment on Neil Boorman's blog entry. In your blog comment you should

- ☐ explain what you think about his project
- ☐ point out why you support or disagree with his view of brands that they are empty promises
- ☐ discuss your personal attitude towards brands as well as your individual purchasing behaviour.

Use appropriate phrases from the VocabBooster in activity 3b. Write about 250 words.

## 4 Language in use: I suggest buying ethical brands.

> The New  
Best Shots 3  
– HTL/HUM,  
pages 174 f.

## Trouble-free grammar: Gerund vs. infinitive

- ☐ The **gerund** looks exactly the same as a present participle, but it always has the same function as a noun (although it looks like a verb).
- We use the **gerund** after **certain verbs**.  
Neil Boorman doesn't **mind speaking** out publicly against brand supremacy.  
In his speech Neil **recommended trying** to live without brands.  
Linda first **considered shopping** second-hand after a friend had told her about the benefits.  
The influencer can **imagine participating** in the brand's new marketing campaign.  
Greta **enjoys looking** for unique pieces of clothing in vintage stores.
  - We use the **gerund** after **prepositions** and after **phrasal verbs (verb + preposition)**.  
He thinks there is no point **in buying** branded goods.  
Value can be achieved **by purchasing** things that are more expensive and last longer.  
Neil **was crazy about wearing** specific brands when he was younger.  
Sina **is proud of having** managed to overcome her shopping addiction.  
The marketing team **is looking forward to informing** potential customers about the new project.  
The advertising agency **is used to crossing** borders with their unique slogans.
- ☐ The **infinitive** is usually used with the preposition **to**. The **to-infinitive** is a non-finite verb. That means its form does not change when the number or person or the subject changes.
- We use the **infinitive** after **certain verbs**.
- The marketing expert **planned to give out** free samples of their new product.  
The brand **attempted to make** a statement.  
Consumers **tend to be** loyal to brands that align with their ideals and lifestyles.  
The brand **refused to include** transgender and plus-size women in their shows.  
Her addiction to luxury labels **has threatened to** financially **ruin** her.  
The CFO **expects to increase** firm profits considerably in the current year.  
Research shows that the brand **has failed to meet** its promises.  
Neil Boorman **decided to take** radical action.  
He didn't **dare to imagine** a world without brands.

**4 a**  
Language  
in use

Complete the sentences (1–9). Use the correct form (*gerund or infinitive*) of the verb in brackets ( ) and fill in the appropriate preposition, if necessary. The first one (0) has been done for you. Compare your results with a partner.

- What is Neil Boorman planning to do (do)?
- He is attempting \_\_\_\_\_ (get) all branded goods out of his life forever.
- People commenting on Neil's blog didn't dare \_\_\_\_\_ (say) that he will find it hard to keep all his promises.
- Alan is looking forward \_\_\_\_\_ (see) the new model of his favourite car brand.
- The article recommends \_\_\_\_\_ (purchase) fair trade products.
- I refuse \_\_\_\_\_ (accept) that a single campaign can make a difference in our consumer society.
- Have you ever considered \_\_\_\_\_ (live) a brand-free life?
- The marketing intern is proud \_\_\_\_\_ (have) successfully accomplished the project.
- Neil Boorman decided \_\_\_\_\_ (burn) all his belongings in a public bonfire.
- I don't think she expected \_\_\_\_\_ (get away) with it but she did.





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## 4 b Language in use

Complete the sentence halves (1–12) using the verbs in brackets to create meaningful sentences. Use the correct form (*gerund* or *infinitive*) and fill in the appropriate preposition, if necessary. The first one (0) has been done for you. Compare your results with a partner.

- 0 Decreasing sales figures were threatening to ruin their retail business. (ruin)
- 1 Frankly, there is no point \_\_\_\_\_. (watch)
- 2 Unfortunately, a majority of people tend \_\_\_\_\_. (forget)
- 3 My parents refused \_\_\_\_\_. (allow)
- 4 To protect myself from falling victim to marketing myths, I am planning \_\_\_\_\_. (change)
- 5 Many brand lovers are crazy \_\_\_\_\_. (shop)
- 6 The ad failed \_\_\_\_\_. (address)
- 7 Livia can't imagine \_\_\_\_\_. (buy)
- 8 Consumers of the brand are used \_\_\_\_\_. (get)
- 9 Even though Serkan enjoys \_\_\_\_\_. (order)
- 10 The PR manager decided \_\_\_\_\_. (launch)
- 11 Leon is looking forward \_\_\_\_\_. (do)
- 12 A majority of our customers doesn't mind \_\_\_\_\_. (pay)

## 5 Speaking: The impact of brands on young people

### 5 a Speaking

Get into pairs and discuss the following questions.

- 1 What do brands trigger in people's minds? What do young consumers search for in brands? Explain.
- 2 How would you describe the brand image of very famous brands such as *Red Bull*, *Pepsi*, *Victoria's Secret*, *Chanel*, *Audi*, or *McDonald's*? What comes to mind when you hear these brand names?
- 3 What are some premium brands you know? What qualities do they have? What sets these brands apart from the competition?
- 4 What is the most expensive branded item that you have ever bought? Why did you spend so much money on it? Explain.





## 5 b

## Vocabulary

Have a look at the phrases in the VocabBooster on page 9. Fill in the appropriate preposition (*about/for/in/into/of/on/to/with*). Compare your results with a partner.

## VocabBooster

- |  |  |
|--|--|
| <p>1 to represent the consumers' perceptions and feelings _____ a product or service</p> <p>2 to show consistency _____ product quality</p> <p>3 to rely _____ prior experiences or public word-of-mouth</p> <p>4 to be familiar _____ a brand</p> <p>5 to identify _____ the brand and what it stands _____</p> <p>6 to provide someone _____ a sense of familiarity and safety</p> <p>7 to misrepresent the benefits _____ a product</p> | <p>8 to create massive demand _____ unnecessary things</p> <p>9 to lead to feelings _____ social injustice and jealousy</p> <p>10 to increase the cost _____ a product</p> <p>11 to harness the power _____ brands _____ inspire positive social change</p> <p>12 to mobilise consumer choice _____ more sustainable consumption</p> <p>13 to turn social and environmental needs _____ market opportunities</p> <p>14 to take a stand _____ social issues</p> |
|--|--|

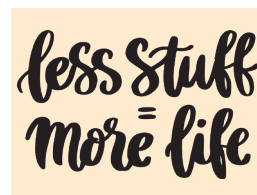
## 5 c

Speaking  
wwwTest format  
Individual  
long turn

You are representing your school at an international students' conference on ethical brands and have been asked to give a 5-minute presentation on this topic. In your presentation you should

- explain why brands still matter to many young consumers these days
- outline how ethical brands could create positive changes in society (Input)
- suggest ways to avoid becoming a victim of greenwashing.

## Input

Presentation  
phrases  
> page 264

Get into pairs and give your presentation. Do some online research if you need help. Use appropriate phrases from the VocabBooster in activity 5b. Take turns.

## 6 Listening: Market your image

## 6 a

## Vocabulary

Have a look at the words in the VocabBooster and write them in the appropriate definitions (1–12). Compare your results with a partner.



## VocabBooster

public relations ■ market research ■ distribution ■ launch ■ total product ■ point of sale ■ AIDA formula ■ trademark ■ end user ■ image ■ label ■ sponsor

- 1 The \_\_\_\_\_ represents the four development stages in the traditional marketing process.
- 2 The \_\_\_\_\_ is the whole product, including name, packaging, instructions, reliability and after-sales.
- 3 A \_\_\_\_\_ is a firm supporting an organisation in return for advertising space.
- 4 \_\_\_\_\_ is the process of making a product or service available to the consumer or end user that needs it.





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public relations ■ market research ■ distribution ■ launch ■ total product ■ point of sale ■  
AIDA formula ■ trademark ■ end user ■ image ■ label ■ sponsor

- 5 A \_\_\_\_\_ is the introduction of a new product with publicity.
- 6 The \_\_\_\_\_ is the concept or perception of a firm or product held by the general public.
- 7 The \_\_\_\_\_ is the customer who is the ultimate (and so real) consumer of a product.
- 8 \_\_\_\_\_ is the study of consumers' needs and preferences, often for a particular product.
- 9 The \_\_\_\_\_ is a small piece of paper or plastic on a product giving information about it. It can also refer to the brand.
- 10 The \_\_\_\_\_ is the place where a product is actually sold to the public.
- 11 The \_\_\_\_\_ is a special symbol, design or word used to represent a product or firm.
- 12 \_\_\_\_\_ is the creation and maintenance of a good public image.

## 6 b

Speaking  
www

(AIDA formula  
> The New  
Best Shots 2  
– HTL/HUM,  
page 167)

Get into pairs and discuss the following questions. Do some online research if you need help.

- 1 How can you create awareness and interest of a product/service using the *AIDA formula* in marketing? Explain.
- 2 What is the most successful marketing campaign you know of? What makes/made it so successful? Which marketing strategies are/were used?
- 3 How would you start marketing a product, idea or service? Describe.
- 4 How has the Internet changed marketing? Explain.

## 6 c

Vocabulary  
www

VocabBooster

**Step 1:** Have a look at the phrases in the VocabBooster and guess their meaning. Look up all the words you do not know in an online dictionary.

to collaborate with a brand	to go viral
to reach out to so.	to edit a photo
to take the initiative	to promote faulty products
to do sth. long-term	to have a sustained/profitable career as an influencer
to share parts of one's life with one's following	to be an entrepreneur
to persuade so.	

**Step 2:** Use the phrases from Step 1 to write meaningful sentences on the topic of marketing. Then get into pairs and compare your sentences.

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6 d

Listening  
Track 2  
Test format  
Multiple  
matching

You are going to listen to a radio interview about influencer marketing on social media. First you will have 45 seconds to study the task below, then you will hear the recording twice. While listening, match the beginnings of the sentences (1–6) with the sentence endings (A–I). There are two sentence endings that you should not use. Write your answers in the spaces provided. The first one (0) has been done for you. After the second listening you will have 45 seconds to check your answers.



### How influencing as a career has impacted today's economy

0	The typical example of an influencer ____.
1	Collaborating with a shoe company ____.
2	When people are told to reach out to potential sponsors, they often ____.
3	Just like in the TV business, influencers ____.
4	Posting about important topics ____.
5	New creators on <i>Instagram</i> have ____.
6	Supporting oneself exclusively from online work ____.
A	become intimidated because of limited professional experience
B	can have a big impact, especially if content goes viral
C	led to a realisation that this profession could be profitable
D	destroy an opportunity for networking
E	is harder than it sounds in theory
F	emphasises a stereotypical obsession with fashion and looks
G	is not yet possible in today's economy
H	make sure the number of people viewing content stays high
I	become more straightforward and authentic

0	1	2	3	4	5	6
F						

6 e

Speaking  
www  
Test format  
Individual  
long turn

You are representing your school at the *Discover Your Personal Brand Conference* in Texas. You have been asked to give a presentation about personal branding. In your 5-minute presentation you should

- provide a definition of the term *personal branding*
- outline the benefits of personal branding
- speculate about the risks and pitfalls of personal branding.





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**Step 1:** Before you start speaking, read the bullet points carefully and take notes in the table. Use appropriate phrases from the VocabBooster. Do some online research if you need help.

## VocabBooster

to build one's reputation	to outsmart and outlast the competition
to market oneself as an individual	to gain more clarity and direction in one's career
to create an image of oneself for the outside world	to improve one's leadership skills
to sell one's expertise, experience and personality	to increase one's chances of success
to be one's own brand	to build up trust among one's customers
to enhance one's career chances	to attract ideal opportunities
to create a uniform public image that demonstrates one's values and overall reputation	to lose credibility
to find one's true strengths	to attract negative publicity
	to become more of a brand than a person
	to oversell oneself

bullet point 1

bullet point 2

bullet point 3

Presentation  
phrases  
> page 264

**Step 2:** Get into pairs and give your presentation. Take turns.

## 7 Language in use: Small talk skills to market yourself effectively

7 a

Language  
in use

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.



### Step 1: Getting started

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

## VocabBooster

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

**Step 2: Keeping the conversation going**

Reconstruct these polite questions by adding the missing vowels (a, e, i, o, u). Names have been left complete. Compare your results with a partner.

- 1 S \_ , wh \_ r \_ \_ x \_ ctly \_ r \_ y \_ \_ fr \_ m, Mick?
- 2 T \_ ll m \_ , Barbara, wh \_ t d \_ y \_ \_ d \_ ?
- 3 Y \_ \_ 'r \_ \_ c \_ v \_ l \_ ng \_ n \_ \_ r, r \_ ght? Wh \_ t d \_ \_ s th \_ t \_ nv \_ lv \_ \_ x \_ ctly?
- 4 \_ nd wh \_ t br \_ ngs y \_ \_ t \_ Linz? \_ f y \_ \_ d \_ n't m \_ nd m \_ \_ sk \_ ng.
- 5 D \_ y \_ \_ c \_ m \_ h \_ r \_ \_ ft \_ n?

**Step 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 / .

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

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

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

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

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**7 b**

Listening  
Tracks 3, 4

Listen to two dialogues about business small talk. Write down all effective phrases for small talk that you hear. Compare your findings with a partner.

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# MARKET YOUR BRAND

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## 7 c Speaking

**Step 1:** Get into pairs. Have a look at the business settings (A–C) and choose one setting.

- A** You meet your business partner for the first time in real person and go out for dinner with him/her.
- B** You are at a trade fair and meet your business partner who you have been doing business with successfully for a couple of years.
- C** You are attending an international workshop about marketing. In the first coffee break you engage with another participant.



**Step 2:** Create a dialogue and include as many effective small talk phrases from activity 7a as possible. Have a look at the transcripts and take the dialogues in activity 7b as a model. Speak for about three minutes. Present your dialogue in class.



## 8 Review

### 8 a Language in use

Complete the sentences (1–10) and fill in the correct form (*gerund or infinitive*) of the verbs in the box. Use an appropriate preposition, if necessary. The first one (0) has been done for you. Compare your results with a partner.

to be – to believe – to buy – to overthink – to meet – to live – to cut – to establish – to work –  
to complain – to admit

- 0 Would you mind not complaining about my designer label clothes? I like them and that is all that matters.
- 1 The business owner was proud \_\_\_\_\_ internationally recognised for her incredible inventions.
- 2 People tend \_\_\_\_\_ that a good brand name means better quality, which is not always the case.
- 3 My grandparents refused \_\_\_\_\_ anything that they could produce themselves.
- 4 Due to the current economic situation the CEO decided \_\_\_\_\_ back on new investments.
- 5 Do you plan \_\_\_\_\_ without meat forever?
- 6 Brand loyalty can be achieved \_\_\_\_\_ brand trust.
- 7 Frankie is used \_\_\_\_\_ her consumer habits.
- 8 She didn't dare \_\_\_\_\_ that her job in marketing is very well paid.
- 9 The sales team enjoyed \_\_\_\_\_ customers and industry friends at the EXPO.
- 10 Leo claimed that he couldn't imagine \_\_\_\_\_ in marketing because it is very stressful and demanding.





## 8 b

## Vocabulary

Have a look at the sentences (1–12) and fill in the appropriate words from the box. Compare your results with a partner.

distribution – end user – launch – labelled – image –  
market research – points of sale – public relations – sponsor –  
*AIDA formula* – total product – trademark



- 1 The athlete was desperately looking for a new \_\_\_\_\_.
- 2 They are planning the \_\_\_\_\_ of a series of major economic programmes.
- 3 In marketing, a \_\_\_\_\_ channel may include several intermediaries such as wholesalers, distributors, agents and retailers.
- 4 The logo of certain companies has become a \_\_\_\_\_ that is widely recognised.
- 5 Any food that has been genetically modified should be \_\_\_\_\_ as such for the protection of the consumer.
- 6 This new \_\_\_\_\_ company has been set up to find out what young people think about sports brands.
- 7 In recent months the company's \_\_\_\_\_ has suffered not only in the eyes of its employees, but also in the eyes of the public.
- 8 All marketers should never lose sight of the hopes and aspirations of the \_\_\_\_\_.
- 9 The company used the results of the survey as a reference for estimating the price of the \_\_\_\_\_.
- 10 The sports retailer sells its products at three \_\_\_\_\_.
- 11 He says that working in \_\_\_\_\_ means, primarily, communicating with the public on behalf of an individual or organisation.
- 12 The new marketing intern learned how to use the \_\_\_\_\_ to boost the content marketing strategy.

## 8 c

Speaking  
Test format  
Individual  
long turn

Together with some friends you have organised a big music festival in your area which you would now like to promote on social media platforms to attract visitors from neighbouring cities and countries. You have decided to produce a promotional video.

In the video you should

- inform people about the festival (*location, date, time, line-up, etc.*)
- tell your viewers where and how they can get tickets
- convince viewers why it is worth coming to the festival
- encourage viewers to share the video with friends.



Presentation  
phrases  
> page 264

Get into pairs. Speak for about five minutes.  
Present your promotional video in class.



# MARKET YOUR BRAND

8 d

Writing

Text type

Formal email of  
inquiry/request  
> page 280

You are doing an internship at *Linham*, one of the leading construction companies in Ireland, which is building a residential complex in Shannon. The marketing department has already started to work on promoting the new luxury residential project. Your boss would like to advertise the residential complex in *The Irish Property Guides*, a popular Irish magazine advertising property and has therefore asked you to send an email of request.

In your email of request you should

- state the purpose of your email
- give detailed information about the residential complex (*completion date, size of apartments, facilities in the complex, etc.*)
- request information for putting an ad in their magazine (*size of the ad, costs, circulation, number of issues, etc.*)



Write about 200 words.

VocabExtra auf  
www.hpt.at/qr\_215307



## Key vocabulary

### Brand loyalty

to fuel a massive change  
to offer warranties  
to have an unlimited returns policy  
to have/face a recession  
to verify something  
to strongly rely on product reviews  
to ban photo retouching  
to be resistant to something

to be fickle  
to be driven by the influencer community  
to be remedied by fast fashion  
to be thrifty  
to be frowned upon  
young people's shopping behaviour is alien to  
some consumers

### Bonfire of the brands

beyond all reason  
to be gullible  
to top up one's self-esteem  
to free oneself from a materialistic mindset  
to donate the branded goods  
to give away all of one's possessions

to buy things based on necessity  
to make snap judgements about someone  
to respond to consumer aspirations  
to opt for ethical brands  
to become more transparent  
to be more personalised and individualised

### The impact of brands on young consumers

to represent the consumers' perceptions and feelings about a product or service  
to show consistency in product quality  
to rely on prior experiences or public word-of-mouth  
to be familiar with a brand  
to identify with a brand and what it stands for  
to provide someone with a sense of familiarity and safety  
to misrepresent the benefits of a product

to create massive demand for unnecessary things  
to lead to feelings of social injustice and jealousy  
to increase the cost of a product  
to harness the power of brands to inspire positive social change  
to mobilise consumer choice for more sustainable consumption  
to turn social and environmental needs into market opportunities  
to take a stand on social issues

**Marketing terms**

AIDA formula	image	market research	sponsor
distribution	label	point(s) of sale	total product
end user	launch	public relations	trademark

**Market your image**

to collaborate with a brand	to be one's own brand
to reach out to someone	to enhance one's career chances
to take the initiative	to create a uniform public image that demonstrates one's values and overall reputation
to do something long-term	to find one's true strengths
to share parts of one's life with one's following	to outsmart and outlast the competition
to persuade someone	to gain more clarity and direction in one's career
to go viral	to improve one's leadership skills
to edit a photo	to increase one's chances of success
to promote faulty products	to build up trust among one's customers
to have a sustained/profitable career as an influencer	to attract ideal opportunities
to be an entrepreneur	to lose credibility
to build one's reputation	to attract negative publicity
to market oneself as an individual	to become more of a brand than a person
to create an image of oneself for the outside world	to oversell oneself
to sell one's expertise, experience and personality	

**Effective small talk phrases in business****Getting started**

Do you mind if I join you?  
 Excuse me, but have you been here before?  
 Forgive me if I'm mistaken, but weren't you at the meeting earlier?  
 Hi. I'm ... *(name)* from ... *(name of the town/city/country)* and you are ...?  
 Hello. My name's ..., pleased to meet you.

**Keeping the conversation going**

So, where exactly are you from, ... *(name of the person)*?  
 Tell me, ... *(name of the person)*, what do you do?  
 You're a ... *(profession)*, right? What does that involve exactly?  
 And what brings you to ... *(name of town/city/country)*? If you don't mind me asking.  
 Do you come here often?

**Finishing the conversation**

Well, it was nice talking to you. Perhaps we'll bump into each other later.  
 I'd better get back to my colleagues now. See you later.  
 Sorry, but I'm going to have to make a move now. I hope you enjoy the rest of the conference!  
 It's been a pleasure talking to you. Hope to see you again sometime!  
 Right then, I'd better be off now. Bye!