

PROBA: BRAND FANS

Read the text and the instructions for the questions very carefully. Answer all the questions in English.

BRAND FANS

One look at the logo on your T-shirt and people know that you 'just do it'. The three stripes on your trainers tell everyone that 'impossible is nothing' for you. But those signs send another message to the world: you're a brand fan.

In the past, advertising focused on product quality, but advertisers discovered that people don't discuss what their sports gear is made of. They talk about Nadal's victories and Messi's goals: in other words, experiences. As a result, some companies stopped making products and started creating experiences. Today, factories in the developing world make the products, while the companies make sure that consumers associate their brands with success. This involves using marketing techniques that appeal to their biggest customers: teenagers.

Today's teenagers are relatively wealthy and, consequently, companies work hard to attract their custom through the internet and by sponsoring special events. There are Facebook pages to visit, and events such as pop concerts that provide the 'lifestyle experiences' the company wants customers to associate their brand with. In fact, companies want teenagers to see their brands as celebrities, not as products.

But a celebrity image can have negative consequences for a brand. News about brands, good or bad is now celebrity, not business news. When some companies were discovered using workers in sweatshops, it was headline news. As a result, if companies want people to love their brands, they'll have to behave ethically. Otherwise, their fans might stop feeling proud of wearing their logos and take their custom elsewhere.

Questions

1. Write a summary of the text in English, including the most important points, using your own words whenever possible. (approximately 50 words; 1 point)
2. Indicate whether the following statements are true or false (T / F), according to the text, and copy that part (and ONLY that part) of the text which justifies your answer. (1 point, 0.25 points each)
 - i) Companies work hard to attract teenagers to their brands.
 - ii) Companies used to talk about sporting achievements in their advertisements.
 - iii) Logos tell everyone that you like buying branded products.
 - iv) News about brands does not have much impact these days.

3. Find words or phrases in the text that correspond in meaning to the following. (1 point)

- i) a symbol or small design used to identify a product
- ii) a type of product manufactured by a company with a particular name
- iii) a person who buys goods or services
- iv) a factory that pays people a very low salary.

4. Pronunciation (1 point)

- i) Write a word from the text that includes the same diphthong sound as "like" /aɪ/.
- ii) How is the "th" pronounced in "they", /θ/ or /ð/?
- iii) How is the "-s" pronounced in "celebrities", /s/, /z/ or /ɪz/?
- iv) Write a word from the text that includes the same diphthong as "wait" /eɪ/

5. Complete the second sentence of each pair so that it has the same meaning as the first one. (1.5 points: 0.5 points each)

- a) Social media has changed the way that companies brand products.
The way that ...
- b) Companies have to provide a lifestyle experience in order to appeal to teenagers.
In order ...
- c) If companies want people to love their brands, they'll have to behave ethically.
If companies don't behave ...

6. Why are some brands so popular with teenagers? (approximately 120 words; 3 points)

