

PRUEBA: BRAND FANS

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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 Ronaldo'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 news, 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 will have to behave ethically. Otherwise, their fans might stop feeling proud of wearing their logos and take their custom elsewhere.

PREGUNTAS (NO RESPONDAN EN ESTA HOJA)

1. Reading comprehension

Read the text and choose the best option (A, B, or C) for items 1.1 to 1.4. On your answer sheet, draw a table like the one below and, for each item, copy only the letter that corresponds to your answer (A, B, or C). Use CAPITAL LETTERS. [Score: 4 items x 5 marks = 20 marks]

1.1	1.2	1.3	1.4

1.1 Logos on your clothes tell others that you ...

- A) love wearing brand names.
- B) can do anything.
- C) only wear high-quality clothes.

1.2 Factories in the developing world ...

- A) create advertising for brands.
- B) make products for companies.
- C) have stopped making products for companies.

1.3 Companies organize pop concerts so that teenagers ...

- A) will associate their brands with cool activities.
- B) will spend a lot of money on products available at these events.
- C) can meet celebrities.

1.4 People will continue to love a brand if ...

- A) companies are always in the news.
- B) celebrities keep buying the brand.
- C) companies work in an ethical manner.

2. Complete each sentence with information from the text but using your own words (about 10-15 words of your own per sentence). DO NOT COPY LITERALLY from the text nor from statements 1.1 to 1.4. Write the two sentences on your answer sheet. [Score: 2 items x 5 marks = 10 marks]

2.1 In the past advertising ...

2.2 Teenagers are important to companies because ...

3. Complete the text choosing the best option (A, B, or C) for each gap (1–15). On your answer sheet, draw a table like the one below and, for each gap (1–15), copy the letter that corresponds to your answer (A, B, or C). Use CAPITAL LETTERS. [Score: 15 items x 1 marks = 15 marks]

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15

The type of brand that someone chooses (1) _____ often tells us something about the person. (2) _____, it tells us what kind of style they have. It can also tell us something about the values they have (3) _____ a person. Many people think that brands are important and that they reflect different values. These (4) _____ be values such as to keep going and to never give up, or to be the best version of ourselves. On the other (5) _____, some people don't like brands and try to avoid buying brands (6) _____ are well known because they don't want to feel that they are being labelled. These people may have a (7) _____ sense of identity and feel that they don't need a brand's logo to let others know who they are. They are more than capable (8) _____ doing that on their own. Also, some people believe wearing a specific brand is (9) _____ restricting. Many young people like to show they're part of a group by wearing a (10) _____ brand all the time. This might also help to make them different (11) _____ another group of young people who choose (12) _____ brand. So, in a sense, brand loyalty is also a way to show loyalty to a particular group of friends. For some, (13) _____, this means a lack of freedom if this loyalty goes too far. For example, it might stop someone from (14) _____ a product which they (15) _____ like just because they associate the brand with another group. Alternatively, they might only choose a certain brand to show that they're one of the gang.

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|-----|---------------|----------------|----------------|
| 1. | A) buy | B) buying | C) to buy |
| 2. | A) However | B) Furthermore | C) For example |
| 3. | A) as | B) like | C) such as |
| 4. | A) ought to | B) must | C) might |
| 5. | A) side | B) hand | C) part |
| 6. | A) which | B) who | C) where |
| 7. | A) tough | B) hard | C) strong |
| 8. | A) of | B) to | C) for |
| 9. | A) to | B) too | C) two |
| 10. | A) same | B) one | C) specific |
| 11. | A) from | B) than | C) to |
| 12. | A) other | B) another | C) the other |
| 13. | A) although | B) whereas | C) however |
| 14. | A) choosing | B) to choose | C) choose |
| 15. | A) absolutely | B) really | C) utterly |

4. Finish each sentence so that it keeps the meaning of the sentence printed before it and includes a clear change of linguistic structure. COPY THE COMPLETE SENTENCES (including the beginnings already given to you) onto your answer sheet. [Score: 3 items x 5 marks = 15 marks]

- 4.1 The librarian gave me the password yesterday.
I _____
- 4.2 The film was so scary that I couldn't watch it.
It _____
- 4.3 'Please take a seat,' he said.
He told _____

5. Opinion Writing. Teenagers these days are too concerned with brand names. Do you agree? WRITE AN OPINION TEXT of about 120 words. Make sure you provide the necessary arguments to convince the reader of your opinion. Write your text on your answer sheet. [Score: 40 marks x 1 item = 40 marks]