

PRUEBA and ANSWERS (Brand fans)

Instrucciones: a) Duración: 1h30m. b) No se permite el uso de diccionario.
c) La puntuación de las preguntas está indicada en las mismas.

BRAND FANS

1 One look at the logo on your T-shirt or the stripes on your trainers and people will make a
2 judgement about what kind of person you are. But those signs also tell the world you're a brand
3 fan.
4 In the past, advertising campaigns focused on the quality of materials used to make a product.
5 However, advertisers discovered that people today talk about Nadal's great victories and Messi's
6 fantastic goals instead of materials. In other words, people talk about emotional experiences. It
7 was then that some companies decided to stop making products and to start creating experiences.
8 Today, most of the world's biggest sports clothing manufacturers have employees in Europe
9 and the USA whose job is to make sure that the world associates their brands with success. This
10 usually involves creating advertising that features stars from the world of sport. These are stars
11 who appeal to some of their most important customers: teenagers.
12 Teenagers today have more disposable income than ever before and, as a result, companies
13 work hard to reach them. You can connect with them on social media, and you can go to events
14 such as pop concerts that provide the 'lifestyle experiences' the company wants their brand to be
15 associated with. In fact, companies don't want teenagers to see their brands as products, but as
16 'celebrities'.
17 But a celebrity image isn't always good news for a brand. Bad publicity about big brands is now
18 celebrity news, not business news. For example, when a well-known company was discovered to be
19 using workers in sweatshops, the story was featured in headlines around the world.
20 Clearly, then, if companies want people to love brands as they love their favourite celebrities,
21 they'll have to behave ethically. Otherwise, their fans might stop feeling proud of wearing their
22 logos and take their loyalty – and custom – elsewhere.

I COMPREHENSION (This section consists of eight items combining 'True/False', 'Multiple choice' and 'Find in the text ...' questions) (4 points)

CHOOSE AND WRITE THE CORRECT OPTION (A, B, C OR D). (0.5 points each)

1. Advertisers discovered that friends chat about ...

- (a) the price of sports gear. (b) sport and popular entertainment.
(c) *emotional experiences*. (d) materials their trainers are made of.

2. Why do companies organize pop concerts?

- (a) *So people associate the brand with a good time*. (b) So teenagers can meet celebrities.
(c) So people can exchange their opinions. (d) So teenagers will use the internet.

ARE THESE STATEMENTS TRUE OR FALSE? JUSTIFY YOUR ANSWERS WITH THE PRECISE WORDS OR PHRASES FROM THE TEXT. (0.5 points each)

3. Companies work hard to attract teenagers to their brands.

True. 'Teenagers today have more disposable income than ever before and, as a result, companies work hard to reach them.' (lines 12–13)

SMART TIP: giving evidence

Remember to support your answers with evidence. You will not get any points if you only write 'true' or 'false'. Quote the EXACT words or phrases from the text.

4. Companies used to talk about sporting achievements in their advertisements.

False. 'In the past, advertising campaigns focused on the quality of materials used to make a product.' (line 4)

5. Logos tell everyone that you like buying branded products.

True. 'But those signs also tell the world you're a brand fan.' (lines 2–3)

6. News about brands does not have much impact these days.

False. '... the story was featured in headlines around the world.' (line 19)

7. FIND IN THE TEXT: (0.5 points each)

7.1 One synonym for 'symbol'.

logo (line 1)

7.2 One opposite for 'ashamed'.

proud (line 21)

8. FIND IN THE TEXT:

8.1 One word meaning 'to act in a particular way'.

behave (line 21)

8.2 One word meaning 'to include someone or something as an important part'

features (line 10)

II USE OF ENGLISH (3 points; 0.5 points each)

9. REWRITE THE SENTENCE USING *already*. I finished the exam before the bell rang.

When the bell rang *I had already finished the exam.*

10.1 FILL IN THE GAP WITH THE CORRECT OPTION: You can ... go to pop concerts or sports events. *neither* / *both* / *either* / *or*

SMART TIP: filling gaps

Look for clues in the rest of the sentence to help make a decision. Here, there are two choices ('pop concerts' and 'sports events') separated by the word *or*. Which of the four words do we use with *or*?

10.2 FILL IN THE GAP WITH A CORRECT FORM OF THE VERB IN BRACKETS:

Sportswear companies have employees who ... (work) to promote their brands for years.

have worked / have been working

SMART TIP: using the correct verb tense

Look for clues such as adverbs to help decide which tense to use. In this sentence, the adverbial expression *for years* will help you.

11.1 GIVE A QUESTION FOR THE FOLLOWING ANSWER:

No I haven't. But I would like to go one day. *Have you ever been to...?*

11.2 GIVE A QUESTION FOR THE UNDERLINED WORDS:

A well-known company was discovered to be using workers in terrible conditions.

Who was discovered to be using workers in terrible conditions?

12. JOIN THE FOLLOWING SENTENCES USING AN APPROPRIATE LINKER (DO NOT USE AND, BUT OR BECAUSE). MAKE CHANGES IF NECESSARY. **Companies want their brands to be 'celebrities'. This can have negative consequences for the brand image.**

Suggested answers: Companies want their brands to be 'celebrities'. However, this can have negative consequences for the brand image. OR Companies want their brands to be 'celebrities', although this can have negative consequences for the brand image.

SMART TIP: linkers and punctuation

When you have to join two sentences using a linker, you often need to think about punctuation as well as grammar and word order. Think about whether you need to use a comma after a clause or linker, and check your *whole* answer carefully.

13.1 TURN THE FOLLOWING SENTENCE INTO THE PASSIVE VOICE:

Everyone can see the three stripes on your trainers.

The three stripes on your trainers can be seen by everyone.

SMART TIP: passive sentences

When changing active sentences into passive sentences, be careful not to change the tense of the sentence or the verb form.

13.2 TURN THE FOLLOWING SENTENCE INTO DIRECT SPEECH:

Lucia said that she has always bought the same brand of trainers.

'I've always bought the same brand of trainers,' said Lucia.

14. COMPLETE THE FOLLOWING CONDITIONAL SENTENCE:

I won't buy their clothes ...

Suggested answer: (I won't buy their clothes) unless they are a good brand.

III **WRITING** (3 points)

15. WRITE A COMPOSITION OF APPROXIMATELY 120 WORDS ABOUT THE TOPIC PROPOSED. YOU MUST FOCUS STRICTLY ON IT: **Why are some brands so popular with teenagers?**

Many different answers are possible. Here is one suggested model.

Why are some brands so popular with teenagers?

Companies create brand images that attract different groups of consumers. Teenagers have become a target for companies that make clothing, electronic gadgets and soft drinks.

Image is important to teenagers and companies give their brands a fashionable image by using music or celebrities in advertisements. Companies hope that teenagers think their brands will make them cool and buy them.

However, teenagers don't buy things just because they're cool. The quality of the product is important, too. A brand will be successful with teenagers if they think it is fashionable and has good products.

In conclusion, I think some brands are popular with teenagers because they have a good balance of quality and image. Brands that only offer image are often ignored.

SMART TIP: organizing your writing

Before you start writing, make a list of all the things connected to the title that you can think of. Choose which things you want to write about and organize your ideas into three or four paragraphs: an introduction, the main part, and a summary.