

**PRUEBA (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 (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.
4. Companies used to talk about sporting achievements in their advertisements.
5. Logos tell everyone that you like buying branded products.
6. News about brands does not have much impact these days.

7. FIND IN THE TEXT: (0.5 points)

- 7.1 ONE SYNONYM FOR 'symbol'. (noun)
- 7.2 ONE OPPOSITE FOR 'ashamed'. (adjective)

8. FIND IN THE TEXT: (0.5 points)

- 8.1 ONE WORD MEANING 'to act in a particular way'.
- 8.2 ONE WORD MEANING 'to include someone or something as an important part'.

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

9. REWRITE THE SENTENCE USING 'already'. BEGIN AS INDICATED.

'I finished the exam before the bell rang.' When the bell rang ...

10. FILL IN THE GAP:

10.1 WITH THE CORRECT OPTION.

'You can ... go to pop concerts or sports events.' *neither / both / either / or*

10.2 WITH A CORRECT FORM OF THE VERB IN BRACKETS.

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

11. GIVE A QUESTION:

11.1 FOR THE FOLLOWING ANSWER.

'No I haven't. But I would like to go one day.'

11.2 FOR THE UNDERLINED WORDS.

'A well-known company 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.'

13. TURN THE FOLLOWING SENTENCE INTO:

13.1. THE PASSIVE VOICE. 'Everyone can see the three stripes on your trainers.'

13.2. DIRECT SPEECH. 'Lucia said that she has always bought the same brand of trainers.'

14. COMPLETE THE FOLLOWING CONDITIONAL SENTENCE.

'I won't buy their clothes ...'

## III WRITING (3 points)

15. WRITE A COMPOSITION OF APPROXIMATELY 120 WORDS ABOUT THE TOPIC PROPOSED AND FOCUS STRICTLY ON IT.

**Why are some brands so popular with teenagers?**