

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.

1. Choose the correct answer a, b or c. (3 points; 0.5 points each)

1. Logos on your clothes tell others that you ...
 - a. love wearing brand names.
 - b. can do anything.
 - c. only wear high-quality clothes.
2. Which of the following statements is true?
 - a. Nadal and Ronaldo always wear the same brand.
 - b. Adverts used to concentrate on how good quality a product was.
 - c. People used to talk more about what their sports equipment was made of.
3. Factories in the developing world ...
 - a. create advertising for brands.
 - b. make products for companies.
 - c. have stopped making products for companies.

4. Which statement is true?
- a. Teenagers today are fairly well off financially.
 - b. Most teenagers have wealthy relatives.
 - c. Companies find it hard to attract teenagers to their products.
5. 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.
6. 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. Answer these questions in no more than 5 words. (1 point; 0.25 each)

- a. What did advertisements focus on in the past?
- b. Why is it so important for teenagers to like a brand's advertising techniques?
- c. Why do companies want to attract teenagers?
- d. What will happen if companies act unethically?

3. Find a word in the text for these definitions. (1 point; 0.25 each)

- a. symbol (*paragraphs 1 & 5*)
- b. rich (*paragraph 4*)
- c. trade (*paragraphs 4 & 5*)
- d. factory (*paragraph 5*)

4. Rephrase the following sentences so that their meaning is as similar to the original as possible. (1 point; 0.25 each)

- a. "What kind of message do your clothes send to the people around you?"
He asked me _____
- b. In the past they used wood to make tennis rackets.
In the past, tennis rackets _____
- c. The products are made in the developing world. They are associated with success.
The products _____
- d. We were ashamed of the company because they didn't admit making a mistake.
We would have been proud _____

5. Write an essay of 150 words on this topic: Shopping at shopping centres is fun. There are many ways that shopping centres can be entertaining. Do you agree? (specify the number of words at the top right-hand side of your essay). (3 points)

6. You have just bought a product that is your favourite brand. Write a message to your friend Lisa telling her what you bought, how much it cost and why you like it so much (write between 35 and 50 words). (1 point)