

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. Answer these questions about the text. Use your own words whenever possible. (2 points: 1 point each)

1. What do the logos you wear clearly tell people?
2. What did advertisers discover about people's conversations?

2. Read the following statements, decide whether they are true or false and justify your answer by quoting evidence from the text. (2 points: 0.5 points each)

1. Companies used to talk about sporting achievements in their advertisements.
2. Companies create advertising that they hope teenagers will like.
3. News about brands has less impact these days.
4. Sometimes news events can damage the reputation of some brands.



3. Find in the text the word or group of words which match these definitions. (1 point: 0.2 points each)

- a. a symbol
- b. an adjective meaning 'rich'
- c. trade
- d. a factory which pays very low wages
- e. famous people

4. Complete the text using the correct words from the box below. There are two words that you won't need. (2 points: 0.25 points each)

The type (a)___ brand that we choose to (b)___ often tells us something (c)___ the person. Some people (d)___ like brands and try to avoid buying brands (e)___ are well known because they don't (f)___ to feel that they are (g)___ labelled. Other people think (h)___ brands are important and that they reflect different values.

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5. Write a composition of between 150–200 words on ONE of the following topics: (3 points)

- 1. 'Shopping at shopping centres is fun.' Discuss.
- 2. Why are some brands so popular with teenagers?