

PRUEBA/PROVA: BRAND FANS

EXAM

Brand fans

1 One look at the logo on your T-shirt and people know that you 'just do it'. The three stripes on your
2 trainers tell everyone that 'impossible is nothing' for you. But those signs send another message to the
3 world. They say clearly that you're a brand fan.

4 In the past, advertising focused on product quality, but advertisers discovered that people don't discuss
5 what their sports gear is made of. They talk about Nadal's victories and Ronaldo's goals: in other words,
6 experiences. As a result, some companies decided to stop making products and to start creating
7 experiences.

8 Today, factories in the developing world make the products, while the companies make sure that
9 consumers associate their brands with success. This involves using marketing techniques that appeal to
10 their biggest customers: teenagers.

11 Today's teenagers are relatively wealthy and, consequently, companies work hard to attract their
12 custom through the internet and by sponsoring special events. There are Facebook pages to visit, and
13 events such as pop concerts that provide the 'lifestyle experiences' the company wants customers to
14 associate their brand with. In fact, companies want teenagers to see their brands as celebrities, not as
15 products.

16 But a celebrity image can have negative consequences for a brand. News about brands, good or bad, is
17 now celebrity news, not business news. When some companies were discovered using workers in
18 sweatshops, it was headline news. As a result, if companies want people to love their brands, they will
19 have to behave ethically. Otherwise, their fans might stop feeling proud of wearing their logos and take
20 their custom elsewhere.

1. Say whether the following sentences are TRUE or FALSE according to the text. COPY the evidence from the text. No marks will be given without evidence. (1.5 points)

- a) Logos tell everyone that you like buying branded products.
- b) Companies used to talk about sporting achievements in their advertisements.
- c) News about brands has less impact these days.

2. ANSWER the questions below. COPY no more than 10 words and/or a number from the text to answer each question. (1.5 points)

- a) What did advertising focus on in the past?
- b) What do companies want teenagers to see their brands as?
- c) What happened when some companies were discovered using workers in sweatshops?

3. WRITE a synonym (=), an opposite (≠), a definition or a sentence for each of the following words to show that you understand their meaning in the text. Use your own words. (1 point)

- | | |
|----------------------|--------------------------|
| a) logo (line 1) | c) custom (line 12 & 20) |
| b) wealthy (line 11) | d) sweatshop (line 18) |

4. READ this conversation and COMPLETE your part. Write the numbers(1–6) and each complete sentence on your exam paper. (1.5 points)

A friend: Would you like (1) _____ tennis on Saturday morning?

You: Not really. I'd rather (2) _____ shopping in the new shopping centre.

A friend: Why? (3) _____ want to buy something?

You: Yes, I really need some new trainers. (4) _____ coming with me?

A friend: OK, why (5) _____ at the entrance at 10 o'clock?

You: (6) _____ idea. See you there!

5. Read the following situations and WRITE what you would say in each one to show that you understand the context of the situation. Write between 10 and 25 words. (1.5 points)

- Your teacher said: 'Your composition is excellent and we're going to put it on the school website.' Report the news to your parents.
- It's midday but the sky is very dark. Make a prediction.
- A friend is coming to your house for the first time. Tell him / her how to get there from your school.
- A friend suggests playing a computer game. You dislike the idea. Respond to his suggestion and make another suggestion.

6. WRITE a composition of about 120–150 words on the following topic. (3 points)

'Shopping at shopping centres is fun.' Discuss.