

## Step up your game

- 1 Complete the sentences using an expression from the box. Compare your results with a partner.

*AIDA* ■ jingles ■ USP ■ slogan ■ billboards ■ word of mouth ■ giveaways ■ product placement

- 1 Sales Departments try to identify a product's [ ] that sets it apart from its competitors.
- 2 Good composers create [ ] which have a catchy tune and stick with you.
- 3 The new barber shop in town refrains from doing advertising but relies on [ ] [ ] .
- 4 Advertising experts create a clever [ ] with a play on words.
- 5 [ ] has become frequent with movies and TV series recently. This advertising strategy aims at influencing viewers subconsciously.
- 6 Strategically well-positioned [ ] can be found close to freeways and highly frequented areas.
- 7 Many marketing agencies make use of the well-known [ ] *formula* to market their products.
- 8 Potential customers are less hesitant to purchase when offered [ ] .



- 2 Get into pairs. Look up your favourite commercial online and describe what is going on as you are watching it with your partner. Use as many passive constructions as possible. Have a look at the example sentence.

e.g.: *In the beginning of the ad, a teenager is shown. A bottle of Cola is held by another person. Both are smiling at each other ...*



- 3 As you have just done an internship, you discuss the perfect work environment with your English-speaking friend. In your conversation you should

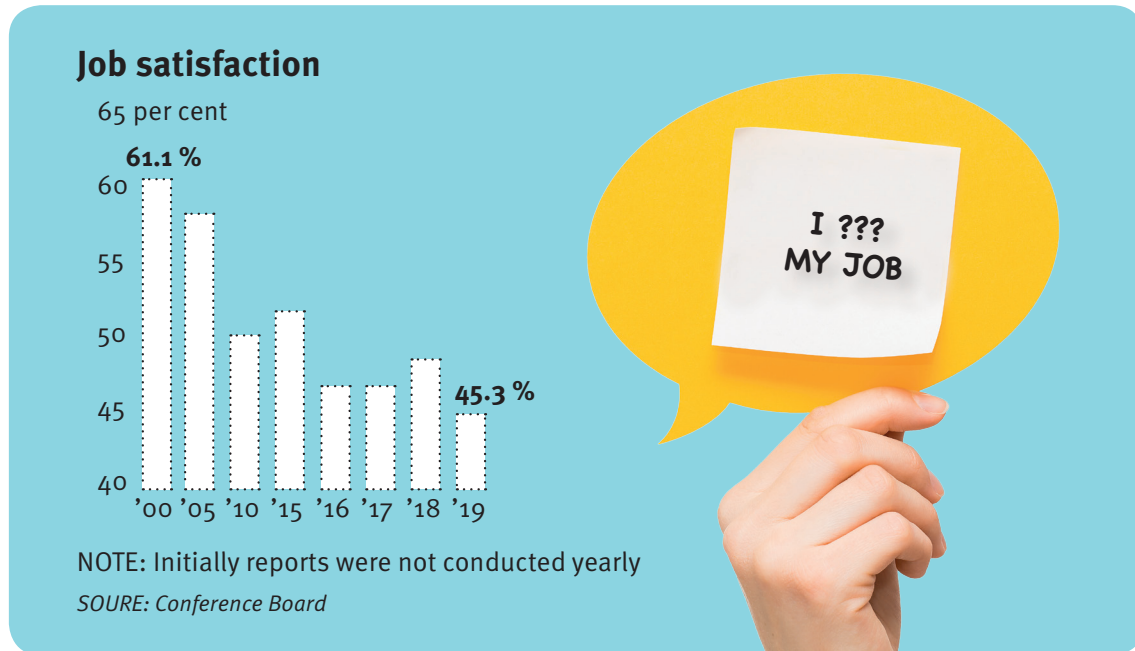
- explain the tasks and duties at your internship
- describe your work environment
- suggest ways to create the perfect work environment.

Speak for about six minutes.



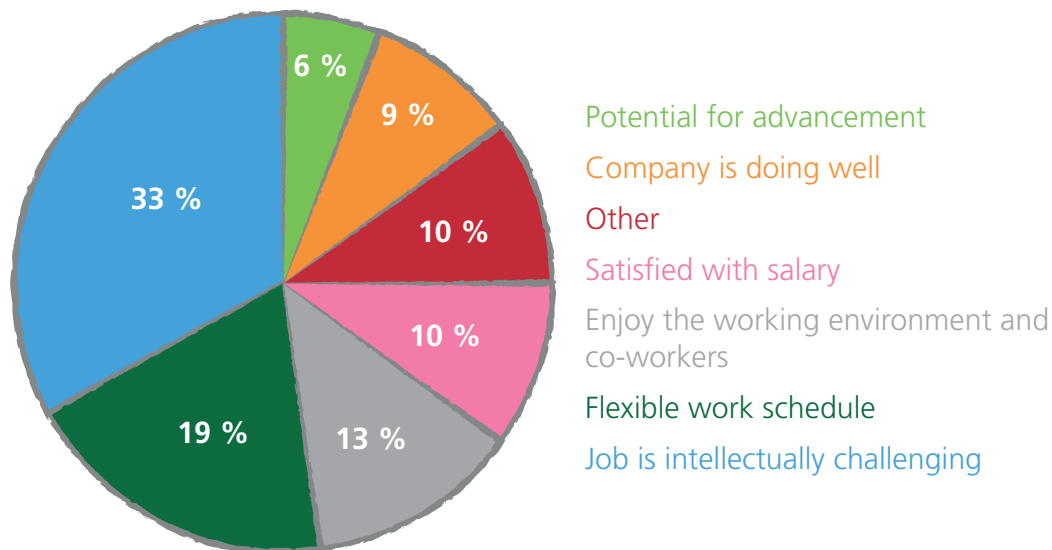
- 4 You are doing an internship at *Kudos*, an internationally operating construction company. As sales have recently gone down dramatically, your boss is now concerned about the motivation of her staff. She has therefore asked you to do some research and conduct a survey in your company on job satisfaction and what makes employees feel satisfied in their job. Have a look at the results of your findings (Input 1, 2) on the following page.

## Input 1



## Input 2

**If you have been at your job for more than one year, which factor is most important in staying?**



In your report to your boss you should

- present the main findings of both charts (Input 1, Input 2)
- speculate why job satisfaction has decreased since 2000
- recommend various actions your boss might take to improve staff satisfaction.

Divide your report into sections and give them headings. Write about 250 words.

▶ Best Shots 4/5 – modular. HAK/HUM, Writing reference, p. 257)