

perfume

shampoo

1

There are so many competitors in this market; it's difficult to know the right strategy. We want to reach as many people as possible. So we're going to advertise it as a family product. This means we're going to sell it in large bottles and keep the price low. But first people need to know about it. We're going to send free samples to half a million homes so that they can try it out for themselves.

2

This product is different from other brands on the market. It tastes nice, which is important for children, but it doesn't have sugar in it. We need to have the help of doctors and pharmacists to sell this idea to the customer. So we're going to present the product to groups of doctors when we launch it at the Healthcare Exhibition in Geneva. We are also going to produce it in a number of unusual colours like purple, black and green. Children will love this and will remember the product.

3

artificial sweetener

Who are the customers for this kind of product? They are professional people who like good food and wine. But at the same time they want to be fit and healthy. We're going to sponsor

a number of top sporting events and advertise in professional magazines. We want to create an image of a healthy, up-market product, which people can buy instead of wine.

lipstick

cough medicine

health drink

washing powder

A marketing campaign

Worksheet

13a

NOTE: This activity is not linked to the activity on Worksheet 13b.

ACTIVITY

Pairwork and groupwork: reading and speaking

AIM

To plan and present a marketing campaign for a product.

GRAMMAR AND FUNCTIONS

Stating intentions: *going to, want to, need to*

VOCABULARY

Marketing: *to reach, to launch, to sponsor, to create an image, a product, a free sample, a strategy, a competitor, a brand, healthy, up-market, low (price), professional, purple*

PREPARATION

Make one copy of the worksheet for each student in the class.

TIME

30 minutes

PROCEDURE

- 1 Pre-teach the vocabulary. Give each student a worksheet and make sure they understand what the different products are.
- 2 Ask the students to work in pairs and to match each marketing plan with one of the products.
- 3 When they have done this, compare and discuss their answers with the whole class.

Answers

- 1 shampoo
 - 2 cough medicine
 - 3 health drink
- 4 Now ask the students to work in groups of three or four. They must create a marketing plan for one of the other three products. Tell them to use the pre-taught vocabulary and the marketing plans on the worksheets to help them.
 - 5 When the students have finished their marketing plans, ask each group to present their plan to the rest of the class. If you like, you can ask them not to reveal which product is being described and ask the other groups to guess.

FOLLOW-UP

Ask the students to write a marketing plan for a product they know well or for the one they have just presented.