

## Dialogue 3

*(Alice and David; in their office)*



- A:** Morning David.
- D:** Morning Alice... I've got the newspaper with our ad in it. See – looks nice, doesn't it? **Memorable slogan, eye-catching visuals, believable** message should do the trick if you ask me.
- A:** Yeah, it's good enough.
- D:** You don't seem to be particularly impressed. Remember how much work we put into it?
- A:** No, I'm glad. It does look good, but I just keep thinking that this is not enough.
- D:** But this is only the beginning of our **advertising campaign**. What did you have in mind then – buying **hoardings** in the streets? **Bus advertising**? Or maybe paying a few college kids to distribute **flyers** in front of shopping malls?
- A:** Oh no, I don't think we should go into **outdoor advertising** just yet. We need to find other ways to generate some favourable **publicity**.
- D:** What are they then? I hope you don't want to turn me into a **sandwich board man** and send me down the high street, do you? I don't think I'd survive the humiliation.
- A:** Where's your sense of **commitment** to the company that feeds you? Some exercise would do you good anyway. What I was thinking about are more low-budget solutions. When I was driving here, I passed by a furniture **retailer** on the Kingston Road, and suddenly this idea came to my head. Maybe I could go there at the weekend and spend some time helping people choose furniture, or maybe I could run a workshop on interior design there. It's a **win-win situation**, right? They've got something interesting going on in their shop, and I've got a chance to talk to potential clients. And no **money changes hands**.
- D:** That's a good idea. Definitely worth trying. Maybe we could also hold some sort of **contest** as well with your design as the main prize. Have you ever thought about using **guerrilla marketing**? We wouldn't need to spend much.

**A:** What do you mean? Do you imagine us running around town leaving stickers on lampposts?

**D:** Not on lampposts perhaps, but in the vicinity of large shops and other places that our potential clients visit on a regular basis. It might work, especially if the stickers had some witty or slightly **provocative** content. It is a way to create some **talkability** around our little business, isn't it?

**A:** I don't think so. Look at who most of our clients are – 30 to 55 year-old, well-off, family people. **Pushing** our business like that wouldn't work for them. Besides, I don't like the idea of invading public space – something tells me my clients would not appreciate it either.



## Glossary

<b>memorable</b> ( <i>adj</i> )	outstanding, easy to remember
<b>eye-catching</b> ( <i>adj</i> )	noticeable, attention-grabbing
<b>visuals</b> ( <i>n</i> )	graphics used as decorations or illustrations
<b>believable</b> ( <i>adj</i> )	plausible
<b>advertising campaign</b> ( <i>n</i> )	series of promotional activities focused on marketing a product or service
<b>hoarding</b> (UK) / <b>billboard</b> (US) ( <i>n</i> )	large display board
<b>bus / tram / cab advertising</b> ( <i>n</i> )	adverts placed on buses, trams, taxis etc.
<b>flyer</b> ( <i>n</i> )	small promotional leaflet
<b>outdoor advertising</b> ( <i>n</i> )	advertising that reaches clients when they are "outside buildings"
<b>publicity</b> ( <i>n</i> )	exposure, interest from clients and/or the media

<b>sandwich board man</b> ( <i>n</i> )	person walking the streets wearing large advertising boards
<b>commitment</b> ( <i>n</i> )	dedication
<b>retailer</b> ( <i>n</i> )	person selling products in small amounts directly to consumers
<b>win-win situation</b> ( <i>n</i> )	situation which is beneficial to all parties involved
<b>money changes hands</b> ( <i>idm</i> )	money is transferred as a result of a transaction or arrangement
<b>contest</b> ( <i>n</i> )	competitive activity where an award may be won
<b>guerrilla marketing</b> ( <i>n</i> )	advertising technique based on unconventional, provocative or underground methods
<b>provocative</b> ( <i>adj</i> )	controversial, offensive
<b>talkability</b> ( <i>n</i> )	condition of being controversial or interesting
<b>push</b> ( <i>v</i> )	sell or promote

## Exercise 1



**Listen to the dialogue again and decide if the statements are true or false.**

- David is happy with advertisement's look and content, however he still isn't sure if it will attract clients. T      F
- For a while Alice will make no investments in outdoor advertising. T      F
- David is reluctant to promote the business through personal contact with potential clients. T      F
- Alice thinks that co-operation with a furniture retailer would require only minor expenditure. T      F

5. In her opinion, it's best not to use offbeat methods of advertising when trying to reach their target clients. **T** **F**



## Exercise 2

**What do the underlined expressions mean?**

1. After a number of complains from the public, the company ceased to publish provocative adverts.

- a) tedious
- b) controversial
- c) immoral

2. Much negative publicity surrounded the mass layoffs at PlastiCorp.

- a) disgruntlement
- b) opinions
- c) media exposure

3. The claims they put on their hamburger wrappers hardly look believable.

- a) convincing
- b) impressive
- c) informative

4. The workshop with the marketing guru whose book is so popular was a memorable experience.

- a) educational
- b) outstanding
- c) worthless

5. Despite his commitment and excellent achievements, he was not offered the position of senior manager.

- a) hard-work
- b) input
- c) dedication

6. The eye-catching look of our new sedan was created by a team of Italian designers.

- a) striking
- b) modern
- c) unoriginal

7. I'm not sure why they chose such bizarre visuals for they advert; those abstract shapes and cold colours are rather off-putting.

- a) graphics
- b) models
- c) layout

8. The residents of the building are against hanging a hoarding on its western wall.

- a) poster
- b) notice board
- c) display board

9. You can't walk down the street without being handed a dozen different flyers.

- a) newspapers
- b) small leaflets
- c) brochures

10. What I appreciate most about being a food retailer is contact with clients.

- a) seller
- b) consumer
- c) manufacturer

11. One day a famous singer popped in to our shop to get a pair of shoes. It was enough to create lots of talkability and boost our sales.

- a) debates
- b) controversy
- c) favourable gossip

12. There was some promotional event on at the mall. I won a contest and they gave me a DVD movie for free!

- a) rivalry
- b) competition
- c) survey

13. The marketing department has been pushing our new range of products hard, but so far the sales results have been poor.

- a) promoting
- b) analysing
- c) preparing



### Exercise 3

**Fill the gaps in the sentences with suitable phrases from the box.**

situation	hands	guerrilla	man
advertising	campaign	outdoor	

1. I see e-commuting as a win-win \_\_\_\_\_. My employees have more time for their families, and I have lower overhead costs.
2. I'm afraid that in the light of the company's financial condition we won't be able to afford any \_\_\_\_\_ advertising next year.
3. The massive advertising \_\_\_\_\_ launched by the new mobile phone operator was a miserable failure.
4. Bus \_\_\_\_\_ is an additional source of income for the public transport operator.
5. As a student I had a part-time job as a sandwich board \_\_\_\_\_.
6. The advertising agency has resorted to \_\_\_\_\_ marketing to appeal to teenage clients.
7. Many people devoted their time to help us with our charity appeal and no money has changed \_\_\_\_\_ on the way.



# Exam practice



**Complete the text with some of the words and phrases from the table.**




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resources severance customers inside overstaffed  
 appraisal retirement productive liquidity internal demoted  
 productivity absenteeism contractors checking promoted

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When Jonathan Wesley was offered the position of CEO at Redmond Chemicals, he had absolutely no idea what kind of challenge he would have to face. Once a leading manufacturer of household detergents, Redmond Chemicals was then a poorly managed, (1) \_\_\_\_\_ company, offering a range of over-priced products. For a long time it had been struggling to maintain financial (2) \_\_\_\_\_, thus putting the patience of their (3) \_\_\_\_\_ to a test.

The first decisions made by Wesley were aimed at improving (4) \_\_\_\_\_ communications between particular departments. To achieve this he introduced a set of simple procedures that forced each of the managers to provide realistic and transparent data on their results on a regular basis. They were also asked to establish strict managerial control over their subordinates, which consisted of reducing (5) \_\_\_\_\_ among the staff, paying closer attention to how they were spending company money, raising their (6) \_\_\_\_\_ and, last but not least, cutting costs as much as possible. Soon it became clear which of the managers could not cope with their responsibilities. Some of them were (7) \_\_\_\_\_ to positions of lesser importance; others were glad to take fat (8) \_\_\_\_\_ pays and go into early (9) \_\_\_\_\_.

Next, an outsourced HR company ran a large-scale staff (10) \_\_\_\_\_ scheme. The employees did not like the idea at all, and as it turned out, with good reason. A number of people were to be laid-off. They threatened strike action and called upon trade unions for help. Jonathan Wesley, however, had seen it all before and was not going to let them bully him into giving up his plans...