

Multiple-choice

1 Work in pairs. Look at the pictures and discuss the questions.

- Match the descriptions (A–C) to the pictures (1–3). What other approaches might advertising companies use to appeal to more customers?
 - advertising on specialized media channels to target people with specific interests
 - billboard advertising that adapts to the people looking at it
 - personalized advertisements sent directly to your mobile device
- How do you think advertising is going to change in the near future?

2 Read the article about advertising. Why does the writer use a question mark in the title?

EXAM STRATEGY

- Read the whole text quickly to get a general understanding.
- Note that some statements in the exam task contain words from the text, but they are not always the correct answer.

3 EXAM TASK Read the text. For questions (1–5) choose the correct answer (A, B, C or D).

- What is NOT TRUE about adverts according to the text?
 - Viewers often get bored of them.
 - They are expensive to make.
 - It isn't easier to avoid watching them.
 - Skipping them is an option.
- How have adverts changed?
 - They are less entertaining.
 - They are easier to forget.
 - They are more interesting.
 - They aren't as imaginative as before.
- What do we learn about the Citroën advert?
 - It featured a famous pop singer.
 - It told a story of a dancing robot.
 - It helped the car win an award.
 - It increased interest in the car manufacturer.
- What does the word *execution* in paragraph 5 mean?
 - carrying out a plan
 - designing a product
 - composing music
 - producing a film
- What was the problem with the advert?
 - The car was too expensive for the viewers.
 - The viewers couldn't remember the name of the car.
 - The viewers liked the robot, but didn't want to buy it.
 - The viewers found the robot attractive, but didn't like the car.



1

A winning advert?

Companies spend billions of pounds on TV commercials every year. Adverts are often boring, repetitive, and irritating, but nowadays you can simply click a button on social media in order to skip most of the advert if you're not interested. This **innovation** certainly improves the experience for impatient viewers, but what does this development mean for businesses?

As a result of these changes, it has become extremely important for advertising companies to create commercials that are enjoyable to watch and that can **capture** our attention. In other words, a successful advert for the new era becomes a form of entertainment – a creative piece that makes us forget, for a moment, that we are watching someone trying to sell us a product or a service.

Most people would agree that the advert for the Citroën C4 car falls into that category. In this short film, a Citroën C4 is parked in a rooftop car park. Suddenly, the animated car splits open and stands up so that its back doors become legs, its front wheels are arms. With its stereo playing, the car, now a robot, starts dancing just like Justin Timberlake. Which is hardly surprising, since the dance moves were designed by none other than Timberlake's own choreographer.



3



2

The original TV advert soon became so popular that it was considered to be one of the best commercials that year, winning numerous industry awards. In fact, in the month following its release, it helped double the number of visitors to the Citroën website.

The success of the advertising campaign lay in the cinematic quality of its *execution*. Although it was only designed to promote a product, the superb choreography, the dazzling animation and the cool music all added to its *appeal*. Fans loved it because it was lively, fun, and original. Not to mention that it was short and fast-moving, which meant viewers could re-watch it many times without feeling bored.

However, many viewers seemed to be confused by the advert. They loved the robot and some even said that they would *purchase* it without hesitation. This was the first clue that the advert wasn't entirely successful. Additionally, despite its entertainment value, they could never quite recall the make of the car or the model. And isn't that what the advert was *devised* for in the first place?



4 Work in pairs. Discuss the questions.

- 1 What is the most memorable advert you have seen recently? Why was it memorable?
- 2 What role do you think sharing content on social media plays in advertising?

Words in context

5 Work in pairs. Look at the highlighted words in the article. Discuss their meaning and use them to complete the sentences (1–5).

- 1 Our company is very interested in product design and _____.
- 2 This new software has turned out to be the best _____ we have ever made – money well spent.
- 3 First, we listed our target markets and then we _____ a set of strategies to attract them.
- 4 This brand has limited _____ among young people aged 18 to 25.
- 5 They use computer-generated imagery to _____ the imagination of younger audiences.

Purpose and contrast

6 Find examples of phrases expressing purpose and contrast in the article. Then choose the correct option to complete the sentences (1–5).

- 1 You must complete an online form in order *you can become/to become* a member of the organization.
- 2 We need to have this conversation so that *for us not to have/we don't have* any misunderstandings.
- 3 Although *it is/being* a mammal, a duck-billed platypus lays eggs.
- 4 Despite *having/that he has* a strong French accent, Alex speaks excellent English.
- 5 I love my new phone, although *being/it was* really expensive.

7 Rewrite the sentences (1–5) so that the second sentence has the same meaning.

- 1 I saved some money to get a new tablet.
I saved some money so that _____.
- 2 Although I had a receipt, I didn't get a refund.
I didn't get a refund despite _____.
- 3 The babysitter came by taxi so as not to be late.
The babysitter came by taxi in order _____.
- 4 In spite of the rain, the carpenter finished the fence.
Although _____, the carpenter finished the fence.
- 5 The risk is high, but people still invest money in the stock exchange.
People still invest money in the stock exchange, in spite of _____.

LANGUAGE REVIEW

inversion

1 Complete the sentences (1–5) with phrases from the box.

hardly little no sooner seldom
under no circumstances

- 1 _____ did he know what he would find when he opened the letter.
- 2 _____ had Jean left the shop when she realized her credit card was gone.
- 3 _____ will I lend you any money. I've done it too many times before!
- 4 _____ had the shop closed down, than another one opened.
- 5 _____ do they eat out at a restaurant – only on very special occasions.

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Grammatical multiple-choice cloze

EXAM STRATEGY

After you choose your answers, read the whole text again to check it makes sense and is grammatically correct.

2 EXAM TASK Read the text. For questions (1–5) choose the correct answer (A, B, C or D).

New shopping trends

Little did we know twenty years ago that online shopping would become so popular. Every day more and more people ¹ the Internet to order everything from tablets to cars, food to flights. ² main advantage of Internet shopping is convenience. People can shop online from the comfort of their homes, saving the time and trouble of going to the shops.

As online stores are open around the clock, consumers can visit them ³ they want. Consumers can browse products ⁴ all around the world, and locate hard-to-find items such as out-of-print books.

What is more, items are usually cheaper on the web because warehouse and staff ⁵ are lower. In short, the comfort and convenience online shopping offers makes it the future of retail.

- 1 A have used B do use C are using D should use
- 2 A The B Such C That D A
- 3 A whatever B whoever C wherever D whenever
- 4 A are made B been made C have made D made
- 5 A costly B costs C costing D cost

Lexical multiple-choice cloze

3 EXAM TASK Read the text. For questions (1–10) choose the correct answer (A, B, C or D).



THE HISTORY OF HARRODS

In 1849, Charles Henry Harrod opened the Knightsbridge store in London. Beginning in a small room, it sold tea and groceries. The business ¹ steadily, and by 1880 it was a successful department store, offering everything ² medicines and perfumes to clothing and food. The store attracted wealthy customers who were looking for exclusive goods under a(n) ³ roof. The building was completely destroyed in a fire in 1883. However, little did anyone realize what would ⁴ it! The new architect-designed store was like a palace, with Art Nouveau windows and Baroque domes.

Harrods became a public company in 1889, and during the 1890s it had established new ⁵, including one that sold exotic pets. During World War II, the store was transformed into a factory, which made uniforms and parachutes. In 1985, it returned to ⁶ ownership when Mohamed Al Fayed and his brother Ali bought Harrods for £615 million and ⁷ over its management. The management team introduced a dress code in 1989, which banned swimwear and many ⁸ items of beachwear considered too revealing. However, these days Harrods is famous for its first-class ⁹ and high-quality products. From modest ¹⁰ as a greengrocer's, Harrods now covers over 90,000 square metres, and sells goods across seven floors. It is the largest store in Europe and has its own postcode!

- 1 A stretched B widened C extended D expanded
- 2 A from B past C through D with
- 3 A only B single C one D solo
- 4 A retake B remove C replace D rebuild
- 5 A departments B units C sections D areas
- 6 A individual B special C personal D private
- 7 A changed B made C took D brought
- 8 A other B of C such D same
- 9 A labour B service C effort D activity
- 10 A ways B starters C creations D beginnings