

Name: _____

Result: _____ /100

Vocabulary

Words to do with marketing

Compound adjectives

Competence: Plurilingualism

1. Complete the missing marketing verb.

1. The company will a _____ its new smartphone on social media next month.
2. This eye-catching design will a _____ more customers to our shop.
3. Television adverts often p _____ people to buy things they don't need.
4. There's a 30% d _____ on all shoes this weekend.
5. Her funny dance video managed to g _____ v _____ in just two days.
6. A sports brand agreed to s _____ the football team's uniforms.

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2. Use the words to create compound adjectives to complete the conversation.

about • aged • award • brand • hard • hitting • known • middle • new • talked • well • winning

Liam: Did you watch that new cosmetics advert last night? It's from a (1) _____ -
(2) _____ brand.

Ava: Yes, I did. It's quite a (3) _____ -(4) _____ campaign – it really makes you think about social media.

Liam: I agree. And speaking of new products, last week I saw a (5) _____ -
(6) _____ phone launch in a store in the city centre.

Ava: Oh, I heard about that! They even had an unknown (7) _____ -(8) _____ singer performing at the event, which was strange because the event was focused on young people.

Liam: And the whole thing was filmed for a (9) _____ -(10) _____ video online.

Ava: Sounds amazing! I love events that are fun. This one was developed by an (11) _____ -
(12) _____ producer.

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3. Complete the text with the correct words. There are two options you don't need.

attract • award-winning • billboard • go viral • persuade • promote • slogan • sponsor

When our school decided to hold an art event to raise money for a new sports hall, we came up with a plan. First, they asked a local company to (1) _____ the event on social media. They agreed and even offered to (2) _____ the school football team for a year.

Next, we designed a poster to (3) _____ people to the event. The poster had a colourful (4) _____ that said, 'Play for the Future!', with happy children playing basketball.

On the day of the event, we set a huge (5) _____ outside for drivers. The event was run by an (6) _____ teacher from the art department, and videos from the day went viral on TikTok!

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4. PLURILINGUALISM Read the sentence in English. How do you say it in your language? Write it down.

1. An advert that makes people happy or positive when they see it is a feel-good advert.

2. A billboard is a big outdoor sign used for advertising.

3. An An advert or campaign that is very strong and makes people think seriously is a hard-hitting advert.

4. A slogan is a short phrase used in advertising to make people remember a product.

5. A discount is a lower price offered for a short time.

6. A hashtag is a word or phrase (with a # symbol) that makes it easier for people to find posts on a particular topic on social media.

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Grammar

Passive: present simple

Passive: past simple

1. Use the prompt to write a present passive sentence.

1. Many famous products / promote / on social media / influencers

.....

2. Brand logos / print / on all the company's shopping bags.

.....

3. This company's advert / not show / on television.

.....

4. Special discounts / not offer / to customers at this time of year.

.....

5. the new sportswear collection / advertise / on fashion websites?

.....

6. Many famous products / promote / on social media / influencers

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2. Complete the past passive answer. Use up to five words.

1. Where was the giant 3D billboard placed?

It _____ city centre.

2. Were free samples given to people?

Yes, _____ to people.

3. Where was the advert filmed?

The _____ a local gym.

4. How many times was the video seen in a few days?

_____ millions of times in a few days.

5. Were all the posters printed on time?

No, _____ on time.

6. Where was the sports drink sold by the end of the month?

_____ in more than 200 shops by the end of the month.

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3. Complete the radio interview with the present or past passive form of the verbs in brackets.

Radio Host: Welcome back to AdTalk FM! Today we're joined by Jake to discuss how adverts are made and remembered. Jake, how do adverts usually get started?

Jake: First, ideas for a campaign (1) _____ (develop) by our creative team. Then the most interesting concept (2) _____ (send) to the client for approval.

Radio Host: Are all adverts shown on TV?

Jake: No, they aren't. Nowadays, many adverts (3) _____ (show) online only, especially for young audiences. But years ago, most campaigns (4) _____ (broadcast) on TV and radio.

Radio Host: Your team worked on the Go Green campaign last year, right?

Jake: Yes. At that time, a short video advert (5) _____ (broadcast) in several countries, but some posters (6) _____ (not print) in time for the campaign ...

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4. Rewrite the sentence in the present or past passive. Include by + agent.

1. Influencers promote many products on Instagram.

Many products _____

2. The company doesn't print its adverts in newspapers.

The adverts _____

3. Do brands use mascots at sports events?

_____ at sports events?

4. A local designer created the new logo last year.

The new logo _____ last year.

5. The fashion brand didn't show the advert on TV.

The advert _____

6. Did they release the new campaign in January?

_____ in January?

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Reading comprehension

A magazine article

Learning to learn: Key words

Critical thinking & opinion

Competence: Mediation

1. Read the title and introduction to the article. What are the three most important words to understand the main idea?

The Rise of Mascots in Modern Marketing

From cute animals to cartoon superheroes, mascots are everywhere. But why are they so effective in adverts?

Have you noticed more mascots appearing in adverts recently? From smiling animals to superhero-style characters, mascots are becoming a powerful way to advertise products. According to marketing experts, mascots attract customers by creating a friendly image for a brand. They are often used in product placement on TV shows, in music videos, and even in popular online games where brands want to connect with younger audiences.

A good mascot is often joined by a clear logo and a catchy slogan. Together, these help people remember the brand long after they've seen the advert. For example, one sportswear company uses a funny middle-aged cartoon runner as its mascot. He appears on billboards, in TV adverts, and at live events sponsored by the brand. The idea is simple: the more people see the mascot, the more likely they are to buy the products.

Research shows that mascots work best when they appear in positive situations. If a mascot is shown having fun or helping others, the brand gets what's called a 'feel-good' effect. This makes customers trust the product more, and they are often persuaded to choose it over a competitor.

However, there are challenges. Mascots can go viral for the wrong reasons. One recent advert was criticised because the mascot was seen in a hard-hitting political message. As a result, some customers felt uncomfortable, and sales dropped. In another case, a brand-new mascot design was laughed at online because people thought it looked strange, which damaged the company's image.

Still, mascots remain an award-winning strategy in modern advertising. They can promote products without feeling like a traditional advert, which is why so many companies are investing in them. Whether they're completely new creations or updated versions of older designs, mascots are here to stay.

2. Now, read the article. Choose the correct answers.

1. Why are mascots used in adverts?
 - a To make a brand look more friendly.
 - b To make adverts shorter and more objective.
 - c To replace product placement.
2. What usually helps people remember a mascot?
 - a A bright and colourful billboard.
 - b A clear logo and slogan.
 - c Seeing them in online games.
3. When do mascots work best?
 - a When they appear in every advert.
 - b When they are shown in positive situations.
 - c When they are used in political messages.
4. What problems can happen when using mascots?
 - a They can go viral for the wrong reasons.
 - b They can be too expensive to design and promote.
 - c They can distract people from the main advert message.
5. Why do companies invest in mascots?
 - a Because they are sure to go viral quickly.
 - b Because they can promote products in a less direct way.
 - c Because they replace the need for sponsorship.

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3. Read the article again and answer the questions. Give reasons and examples for your opinions.

1. The article says mascots create a 'feel-good' effect. Do you think this makes people buy more products? Why or why not?

2. One mascot in the article went viral for the wrong reasons. In your opinion, should brands take risks with unusual mascot designs? Why or why not?

3. The writer suggests mascots can promote products without feeling like traditional adverts. Do you think this is good for customers? Why or why not?

4. If you could design a mascot for your favourite brand, what would it be like? How would it help promote the brand?

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4. **MEDIATION** Imagine a friend from another country is visiting you. They are learning English, but don't understand the article you just read about mascots in advertising.

They ask: 'Why are mascots used in adverts, how do they work best, and what problems can that cause?'

In your own words, explain to your friend:

- The main reason companies use mascots in adverts.
- How mascots work best.
- One problem mascots can have.

Write 3–4 sentences in English. Do not copy them from the text.

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Listening comprehension

A podcast

Learning to learn: Identifying purpose

Competence: Interculturality

1. Listen to the podcast. What is its main topic?

- a How to become famous.
- b How adverts are filmed.
- c How celebrity endorsements work.

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2. Listen to the podcast. Choose the correct answers.

1. Who is the podcast mainly for?
- a People who study advertising.
 - b People who want to be famous.
 - c People who work as actors.
2. What is the podcast mainly trying to do?
- a Explain how celebrities promote products.
 - b Sell products endorsed by celebrities.
 - c Train celebrities to advertise better.
3. Why does the host include examples in the podcast?
- a To make ideas easier to understand.
 - b To make the podcast longer.
 - c To promote her favourite products.

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3. Choose the correct answers.

1. Why do celebrity endorsements make people want to buy a product?
- a Because celebrities are experts on products.
 - b Because celebrities make prices cheaper.
 - c Because people often trust and admire celebrities.

2. According to the podcast, what is one way a celebrity might promote a product?
- a By appearing in an advert or on social media.
 - b By designing the company's logo and slogan.
 - c By giving the product away for free at events.
3. What risk do celebrity endorsements have?
- a The brand might run out of products.
 - b The celebrity might ask for more adverts.
 - c The celebrity might become unpopular.
4. Why is it important to choose the right celebrity?
- a Because the celebrity will make the advert funny and interesting.
 - b Because the celebrity's positive image can influence how people see the product.
 - c Because they should match the product and brand values.
5. Which combination of product and celebrity is suggested in the podcast?
- a A sports drink with a famous chef.
 - b A sports drink with an athlete.
 - c An expensive watch with an athlete.

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4. **INTERCULTURALITY** Imagine your school is participating in an international project on advertising. You listened to the podcast about celebrity endorsements, and you feel that advertising students from other countries want to know how this type of advertising works in your culture.

Answer the questions. Give examples from your own country or culture.

1. Are celebrity endorsements common in adverts in your country? Explain your answer and give one example, if possible.

2. Do people in your country usually trust celebrities when they recommend products? Why or why not?

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Writing production

A review

Learning to learn: Talking about pros and cons

1. Read a product review. Complete the sentences about its pros and cons.

Another positive feature is • I was also disappointed by • My second-favourite feature is • One disadvantage is • what I liked most was

The Hearall Pro headphones are light and comfortable. The sound quality is great, and they have clear instructions. However, the battery only lasts six hours, and they are quite expensive. Here are my pros and cons:

- (1) _____ how light and comfortable the headphones are. That's my favourite feature.
- (2) _____ their high sound quality.
- (3) _____ the battery life: it only lasts six hours.
- (4) _____ the fact that they are quite expensive.
- (5) _____ that they have clear instructions

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2. Write a review about a real or imaginary product. Use pros and cons expressions from the unit (e.g. What I liked most was..., One disadvantage is...). Write 80–100 words.

First, make notes for each section. Include the following:

- Product name and type (real or imaginary)
- Where/how you got it
- Two or three positive features
- One or two negative features
- Whether you recommend the product and why

Tip: Use simple, clear language and think about your audience.

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Speaking production

Roleplay: Sharing opinions

Functional phrases: asking and giving opinions

Learning to learn: responding politely

1. Complete the conversation with phrases to ask for and give opinions.

how about something like that? • I'm not keen on • to be honest, it's • what about this one • what do you think of

A: I need a new T-shirt. **(1)** _____ this black one with the logo?

B: Hmm, I'm not sure. **(2)** _____ instead? You look good in red ...

A: Maybe. I like the colour, but **(3)** _____ the design.

B: OK. **(4)** _____ ? The stripey one over there?

A: Yes, I like that one! It's fashionable.

B: **(5)** _____ my favourite in the shop, but it's quite expensive.

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2. Work in pairs. One of you is Student A, the other is Student B. You will roleplay the scenarios together.

First, plan what you want to say. Make notes if you like. Then talk to a partner. Use the Phrase bank to help you.

Scenario 1: Choosing a poster

Student A: You are looking online for a poster to decorate your bedroom. You have reduced your choice to these three posters. Ask for your friend's opinion on which poster to choose. Respond politely when your friend gives an opinion.

Student B: You are helping your friend choose a poster for their bedroom. Listen to their questions and give your opinions. Suggest one more poster theme (e.g., a nature landscape, a popular series, a black-and-white photograph) and ask your friend's opinion about it.

Scenario 2: Choosing which film to watch

Student A: You are helping your friend choose a film to watch this weekend. Listen to their questions and give your opinions. Suggest one more film option and ask your friend's opinion about it.

Student B: You want to watch a film this weekend. After reading lots of reviews, you have reduced your choice to three options: an action film, a comedy, and a sci-fi film). Ask for your friend's opinion. Respond politely when your friend gives an opinion.

Phrase bank

Asking for opinions

What do you think of ... ? • What about this one? • Do you like this one? • How about something like this?

Giving opinions

I'm not sure about ... • To be honest, it's ... • I'm not keen on ... • Sorry, but it's not my style. • I see what you mean, but ...

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