

C2.3 UNIT 9

Exercise 1. Circle the word that does not collocate in each group.

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|---------------------|-------------|---------------|--------------|
| 1. live | a. footage | b. show | c. crew |
| 2. TV | a. program | b. live | c. channel |
| 3. exclusive | a. director | b. story | c. footage |
| 4. camera | a. work | b. crew | c. broadcast |
| 5. editing | a. team | b. show | c. room |
| 6. news | a. story | b. program | c. top |
| 7. running | a. order | b. commentary | c. crew |
| 8. live | a. camera | b. coverage | c. broadcast |

Exercise 2. Complete the following excerpts from the meeting using the words and phrases in the box.

promotion	appealing	advertising campaign	market segment	demand	needs
trend report	readership	boost	communication strategy	imc	brand awareness

1. It seems that Sparkle is simply no longer _____ to readers between ages 25 and 35. We virtually lost contact with that _____.
2. Obviously the problem is with the product itself and to some extent with _____.
3. We need to raise _____.
4. We can reverse this negative trend if look carefully at the four P's of marketing _____ to see where we can increase _____.
5. We also need to take into account the findings from the competitor analysis and the _____ which were presented to us last week.
6. I also think we need to redesign our overall _____.
7. We should investigate new communication tools so we can create marketing material that addresses customer's _____ marketing communications. That is the solution to the problem-good old _____.
8. It would be great if we could also have an _____, wouldn't it?
9. I believe that both of these ingredients will increase our _____ and give a big _____ to our sales.

Exercise 3. Match the beginnings of the definitions (1-8) to the endings (a-h).

1. Communication strategy
2. Activity scheduling
3. Restyling a magazine involves
4. The four P's are
5. The function of the four P's
6. The reception of a company
7. Brand awareness
8. IMC

- a. is a list of the times when events and activities are planned to happen
- b. is what people think about a company.
- c. is a process used to make sure that all brand contracts received by a customer are relevant to that person and consistent over time.
- d. is to build a well-rounded marketing mix so as not to overlook anything or concentrate too heavily on any of the Ps in particular.
- e. is the extent to which people know and recognize a particular product or brand.
- f. changing photos, font and layout.
- g. product, price, place and promotion.
- h. is the identification of strategies for raising brand awareness and improving brand attitudes.