

PROBA: BRAND FANS

ANSWER KEY – including SMART TIPS

1. Write a summary of the text in English, including the most important points, using your own words whenever possible. (approximately 50 words; 1 point)

Suggested answer (many correct answers possible): Brand marketing used to be about marketing a product, but over recent years this has changed. Nowadays companies market an image, a lifestyle, in order to appeal to their main customers, teenagers. The internet and social media are used to advertise the products and the ‘experience’ that the product offers.

2. Indicate whether the following statements are true or false (T / F), according to the text, and copy that part (and ONLY that part) of the text which justifies your answer. (1 point, 0.25 points each)

- i) Companies work hard to attract teenagers to their brands.
True. ‘Teenagers today have more disposable income than ever before and, as a result, companies work hard to reach them.’ (lines 12–13)
- ii) Companies used to talk about sporting achievements in their advertisements.
False. ‘In the past, advertising campaigns focused on the quality of materials used to make a product.’ (line 4)

SMART TIP: giving evidence

Remember to support your answers with evidence. You will not get any points if you only write ‘true’ or ‘false’. Quote the EXACT words or phrases from the text.

- iii) Logos tell everyone that you like buying branded products.
True. ‘But those signs also tell the world you’re a brand fan.’ (lines 2–3)
- iv) News about brands does not have much impact these days.
False. ‘... the story was featured in headlines around the world.’ (line 19)

3. Find words or phrases in the text that correspond in meaning to the following. (1 point: 0.25 points each)

- a) a symbol or small design used to identify a product
logo (line 1)
- b) a type of product manufactured by a company with a particular name
brand (line 3)

- c) a person who buys goods or services
customer (line 9)
- d) factory that pays people a very low salary
sweatshop (line 16)

4. Pronunciation (1 point)

- i) Write a word from the text that includes the same diphthong sound as “like” / aɪ/. *stripes*
- ii) How is the “th” pronounced in “they”, /θ/ or /ð/? *It is pronounced /ð/*
- iii) How is the “-s” pronounced in “celebrities”, /s/, /z/ or /ɪz/? *It is pronounced /s/*
- iv) Write a word from the text that includes the same diphthong as “wait” /eɪ/. *make*

SMART TIP: reading the whole text to find the right sound

There will probably be several correct answers for pronunciation questions. Do not worry if you cannot find a correct answer straightaway. Continue reading the whole text carefully and slowly until you find the answer you need. Try “saying” the words in your head until you find one with the same sound. Make sure that you revise phonemes before your final examinations.

5. Complete the second sentence of each pair so that it has the same meaning as the first one. (1.5 points: 0.5 points each)

- a) Social media has changed the way that companies brand products.
The way that *companies brand products has been changed by social media.*
- b) Companies have to provide a lifestyle experience in order to appeal to teenagers.
In order *to appeal to teenagers, companies have to provide a lifestyle experience.*
- c) If companies want people to love their brands, they’ll have to behave ethically.
If companies don’t behave *ethically, people won’t love their brands.*

6. Why are some brands so popular with teenagers? (approximately 120 words; 3 points)

Suggested answer:

Companies create brand images to attract different consumers. Teenagers have become a target for companies that make clothing, electronic gadgets and soft drinks.

Image is important to teenagers and companies create a fashionable brand image by using music or celebrities in advertisements. They hope teenagers think their brands will make them cool.

However, teenagers don’t buy things just because they’re cool. The quality of the product is important, too. A brand will be successful if it is fashionable and has good products.

In conclusion, some brands are popular with teenagers because they have a good balance of

quality and image. Brands that only offer image are often ignored.

SMART TIP: organizing your writing

Before you start writing, make a list of all the things connected to the title that you can think of. Choose which things you want to write about and organize your ideas into three or four paragraphs: an introduction, the main part, and a summary.