

# UNIT 6: MARKETING



*Intelligent Business*  
Intermediate

# Content

- Vocabulary: Marketing
- Article: “*Money can buy you love*”
- Grammar: comparatives and superlatives

# Seducing the masses



## Keynotes

The various activities of the marketing process are referred to as the **marketing mix** and traditionally include the **four Ps**: **product** (characteristics and **features**), **price** (appropriate market price), **promotion** (communicating the product's **benefits**), **place** (**distribution** of the product in markets). In order to gain a **competitive advantage** over rivals, companies create **brands** that represent **aspirations** and a desirable image of life that the customer would like to identify with.

# Seducing the masses

## Keynotes

- Marketing mix:
  - product, price, promotion, place
- Feature (n)
- Distribution (n)
- Competitive advantage
- Brand (n)
- Rival (n)

# 6. Marketing



**The various activities /  
components of the  
marketing process**

# 6. Marketing



## **Marketing mix**

**The various activities /  
components of the  
marketing process**

# 6. Marketing



**the amount of money  
for which  
something can be sold**

# 6. Marketing



## Price

**the amount of money  
for which  
something can be sold**



# 6. Marketing



**a manufactured item**

# 6. Marketing



**Product**  
a manufactured item

# 6. Marketing



**the  
distribution and  
delivery of goods to  
market**

# 6. Marketing



## Place

the distribution and  
delivery of goods to  
market

# 6. Marketing



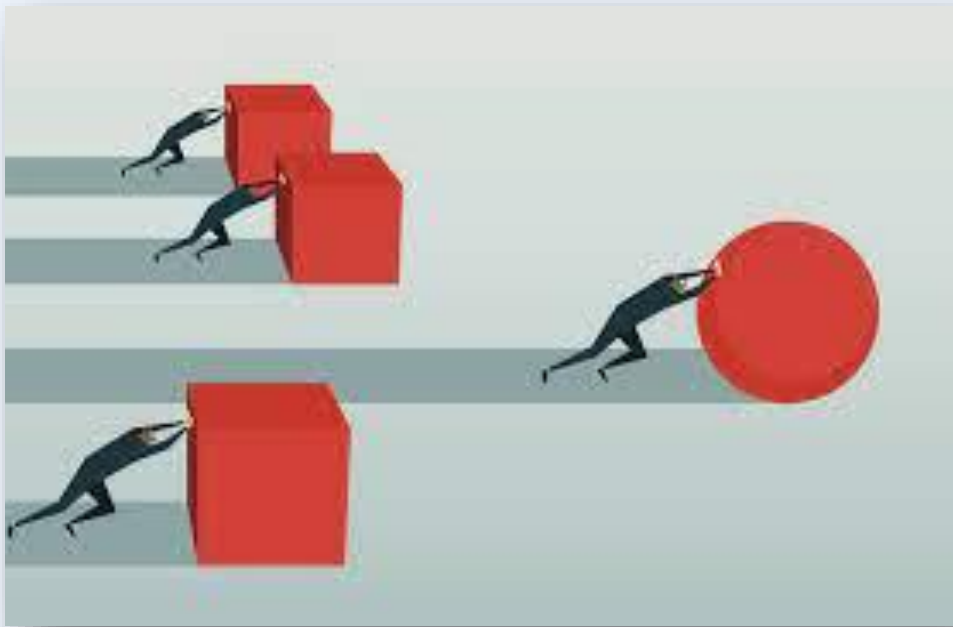
**activities that help sell a product**

# 6. Marketing



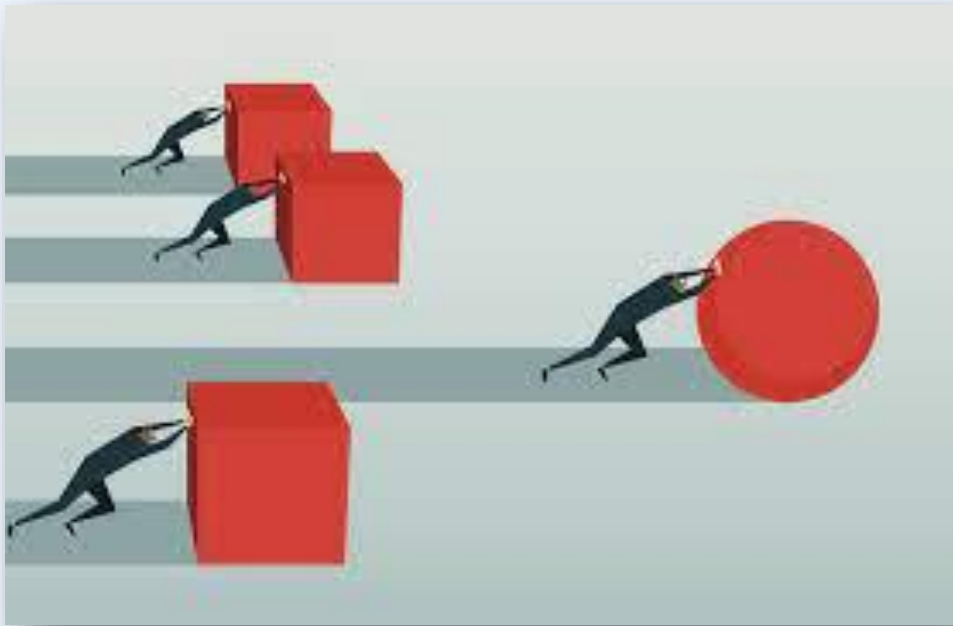
**Promotion**  
activities that help sell a  
product

# 6. Marketing



**factors that allow a company to produce goods or services better or more cheaply than its rivals**

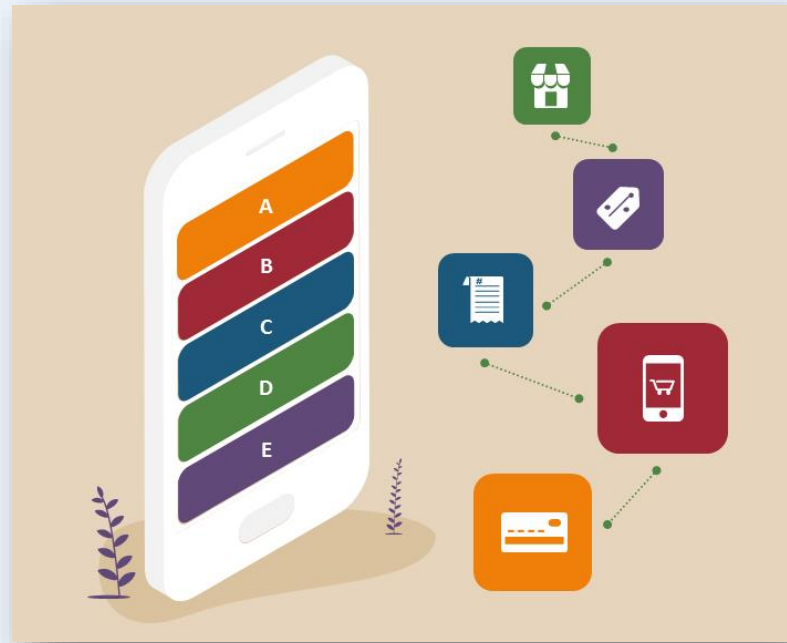
# 6. Marketing



**Competitive advantage**  
factors that allow a  
company to produce  
goods or services  
better or more cheaply  
than its rivals

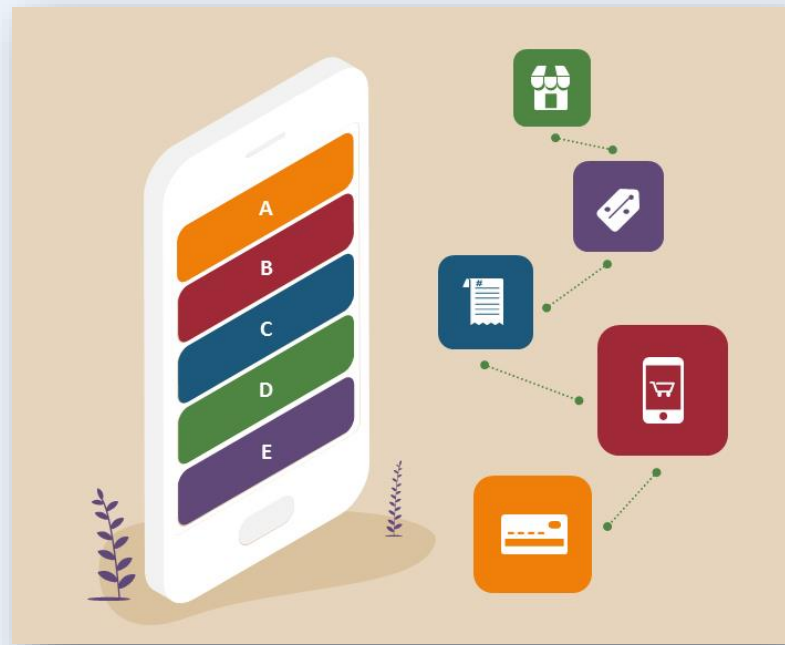


# 6. Marketing



**a distinctive  
attribute or  
aspect of  
something**

# 6. Marketing



## Feature

a distinctive  
attribute or  
aspect of  
something

# 6. Marketing



**a person/company  
who is competing  
for the same  
object or goal as  
another, or who  
tries to equal or  
outdo another**

# 6. Marketing



## Rival

a person/company who is competing for the same object or goal as another, or who tries to equal or outdo another

# 6. Marketing



**a name, term, design, symbol or any other feature that distinguishes one seller's good or service from those of other sellers**

# 6. Marketing



## Brand

a name, term, design, symbol or any other feature that distinguishes one seller's good or service from those of other sellers

# THE MARKETING MIX

The key elements involved in marketing a good or service, which interact significantly with each other:

PRODUCT

PRICE

PROMOTION

PLACE

# Attitudes to brands

**3** People's attitudes to brands and marketing can be very different. Which of these statements do you agree with?

*'Marketing transforms brands, making them stand for things that they just don't stand for. They don't deliver.'* Naomi Klein author of *No Logo: Taking Aim at the Brand Bullies*.

*'Brands provide us with beliefs. They define who we are.'* Wally Olins, a corporate identity consultant.

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## Marketing brands

**1** Read the text on the opposite page and decide which of the above views is closest to that of the author.



# Reading: Money *can* buy you love

- Grim (a) gloomy
- Aspiration (n)
- Lifestyle (n)
- Logo (n)
- Premium (n) extra money
- Advertisement (n)
- Consumer (n)
- Pitch (n) advert
- Cynical (a)
- Marketer (n)
- To appeal (v)

# Reading: Money can buy you love

<sup>1</sup> BRANDS are accused of all sorts of evils, from threatening our health and destroying our environment to corrupting our children. Brands are so powerful, it is said, that they force us to look alike, eat alike and be alike.

<sup>2</sup> This grim picture has been made popular by many recent anti-branding books. The argument has been most forcefully stated in Naomi Klein's book *No Logo: Taking Aim at the Brand Bullies*. Its argument runs something like this. In the new global economy, brands represent a huge portion of the value of a company and, increasingly, its biggest source of profits. So companies are switching from showcasing product features to marketing aspirations and the dream of a more exciting lifestyle.

<sup>3</sup> Historically, building a brand was rather simple. A logo was a straightforward guarantee of quality and consistency, or it was a signal that a product was something new. For that, consumers were prepared to pay a premium. Building a brand nationally required little more

than an occasional advertisement on a handful of television or radio stations showing how the product tasted better or drove faster. There was little regulation. It was easy for brands such as Coca-Cola, Kodak and Marlboro to become hugely powerful. Because shopping was still a local business and competition limited, a successful brand could maintain its lead and high prices for years. A strong brand acted as an effective barrier to entry for competing products.

<sup>4</sup> Consumers are now bombarded with choices. They are also harder to reach. They are busier, more distracted and have more media to choose from. They are "commercial veterans" experiencing up to 1,500 pitches a day. They are more cynical than ever about marketing and less responsive to messages to buy. Jonathan Bond and Richard Kirshenbaum, authors of *Under The Radar - Talking To Today's Cynical Consumers*, say "some of the most cynical consumers are the young." Nearly half of all US college students have

# Reading: Money *can* buy you love



taken marketing courses and “know the enemy”. For them, “shooting down advertising has become a kind of sport.”

<sup>5</sup> Marketers have to take some of the blame. While consumers have changed beyond recognition, marketing has not. Even in the USA, home to nine of the world’s ten most valuable brands, it can be a shockingly old-fashioned business. Marketing theory is still largely based on the days when Procter & Gamble’s brands dominated the USA, and its advertising agencies wrote the rules. Those rules focused on the product and where to sell it, not the customer. The new marketing approach is to develop a brand not a product – to sell a lifestyle or a personality, to appeal to emotions. (It is a much harder task than describing the features and benefits of a product.) However, brands of the future will have to stand for all of this and more. Not only will they need to be a stamp of product quality and a promise of a more desirable lifestyle but they will also have to project an image of social responsibility ■

# Reading comprehension

**2** Read the text again and match the headings a–f with paragraphs 1–5. There is one extra heading.

- a Brands past \_\_\_\_\_
- b Advertising brands \_\_\_\_\_
- c The new consumers \_\_\_\_\_
- d Guilty \_\_\_\_\_
- e The case against brands \_\_\_\_\_
- f The importance of brands \_\_\_\_\_

**a 3   c 4   d 5   e 1   f 2   The spare heading is b.**

# Reading comprehension

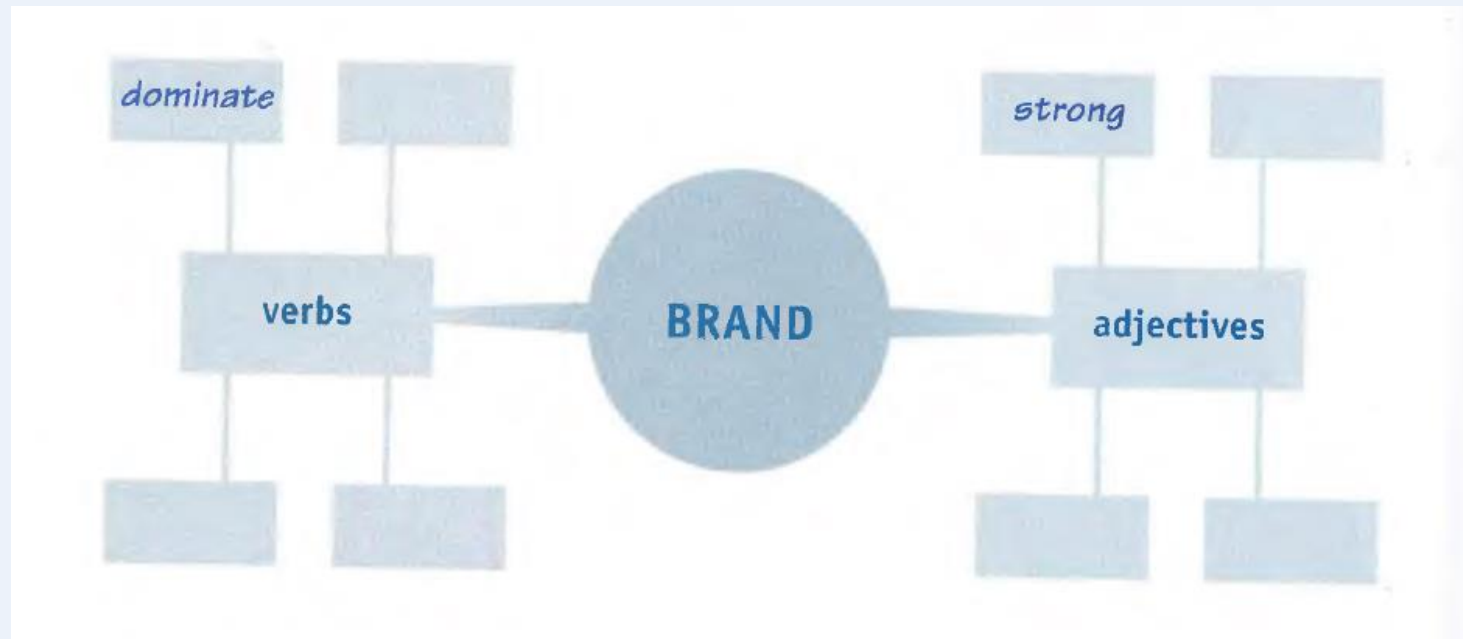
**3** Read paragraph three again. Are the statements true or false?

- 1 It was relatively easy in the past to create a new brand.
- 2 Buying a branded product did not cost customers more.
- 3 Brands were developed for the international market.
- 4 The government closely controlled the markets at home.
- 5 Brands deterred other companies from entering the market.

The author suggests young people no longer believe advertisements. Do you agree? What does influence young people's buying decisions?

1 T    2 F    3 F    4 F    5 T

# Find words in the text on p. 51 to complete the wordmap



**Verbs:** A brand can dominate a market or represent a value / aspiration. You can build a brand or develop a brand.

**Adjectives:** A brand can be strong, powerful, successful and valuable.

## Complete the magazine article with the following words:

cynical consumers competition markets effective  
pitches customers marketers impressed



# Saying 'I do' to the marketers

When young couples get married in the USA they also receive a gift bag marked 'newly-wed kit'.

In a world of ever increasing  
1 competition many companies are  
happy to use this new way to reach  
2 \_\_\_\_\_. Corporate  
3 \_\_\_\_\_ say that certain points  
in life make people especially vulnerable  
to sales 4 \_\_\_\_\_ . Companies

such as Procter & Gamble have found  
this to be a very 5 \_\_\_\_\_ way to  
target extremely profitable  
6 \_\_\_\_\_ such as young couples.  
US newly-weds spend an average of  
\$70bn in the first year of marriage. One  
study shows that 67 per cent of women  
wear the same perfume they wore when  
they got married and a Bride's magazine  
study showed that after three years of  
marriage women were still

7 \_\_\_\_\_ of the same stores they  
had shopped in before the wedding.  
While the gift bags do appeal to a lot of  
young couples, others are a little less  
8 \_\_\_\_\_. As one rather  
9 \_\_\_\_\_ young man said when he  
found a sample of deodorant and an offer for  
a new chequebook in his gift bag, 'does this  
mean that marriage stands for body odour  
and financial worries? This stuff seems better  
suited for a divorce kit!'

# Comparatives and superlatives

Look at the following sentences from the text on page 51.

- 1 *They are also harder to reach. They are busier, more distracted and have more media to choose from.*
- 2 *In the new global economy, brands represent a huge portion of the value of a company and, increasingly, its biggest source of profits.*
- 3 *Jonathan Bond and Richard Kirshenbaum, authors of Under The Radar – Talking To Today’s Cynical Consumers, say ‘some of the most cynical consumers are the young.’*
- 4 *The argument has been most forcefully stated in Naomi Klein’s book No Logo: Taking Aim at the Brand Bullies.*

**How are the comparatives and superlatives of the following formed?**

- adjectives of one syllable
- adjectives ending in -y?
- adjectives of more than one syllable
- adverbs



**Adjectives of one syllable:** -er, -est (with consonant doubled if necessary) e.g. harder, hardest, bigger, biggest

**Adjectives ending in -y:** -ier, -iest, e.g. busier, busiest

**Adjectives of more than one syllable:** more ..., most ..., e.g. more distracted, most distracted

**Adverbs:** more -ly, most -ly, e.g. more forcefully, most forcefully

# Complete the article with the correct form of the adjectives in brackets

## That little voice in your head

Laser-like audio technology is currently being developed to provide marketers with one of the (1 new) newest and (2 innovative) \_\_\_\_\_ marketing techniques they've seen for years. Hypersonic sound speakers on supermarket shelves and vending machines send messages to customers as they walk past. The sound is (3 clear) \_\_\_\_\_ than normal, which allows it to reach directly into the listeners' ears. They will think the message is coming from inside their heads! Marketers believe that it will have a far (4 great) \_\_\_\_\_ effect on sales than other forms of point of sale promotion. 'It will also make people laugh,' one consultant said, 'it is (5 funny) \_\_\_\_\_ and (6 amusing) \_\_\_\_\_ way to sell



that I've ever heard of.' But some people are (7 sceptical) \_\_\_\_\_ about consumer reaction. People may not like the fact that this method is (8 intrusive) \_\_\_\_\_ than others. But marketers remain optimistic as one consultant said, 'This is (9 good) \_\_\_\_\_ chance we've got of ever actually getting inside our customers' heads.'



# The importance of brands

**1** Pat Hill is a brand strategy consultant. Listen to her talk about the importance of brands and answer the questions.

- 1 Why do companies need to create brands?
- 2 What are the five most important characteristics of a brand?

_____	_____
_____	_____
_____	

- 3 Why has Chanel No 5 been successful for so long?
- 4 What helped establish the No 5 brand in the 1960s?

- 1 Because they are the driving force behind a business, the unmistakable symbol of a company's products and services
- 2 A brand must be distinctive, easy to memorise and easy to pronounce (in several languages if possible), fit the image of the product, and communicate the right emotional appeal to the target customer
- 3 Because the Chanel brand is so powerful
- 4 Celebrity endorsement – Marilyn Monroe said she slept in nothing but Chanel No 5

# Slogans

A successful brand appeals to people's emotions and desires. Match the following slogans to the types of appeal.

- |                                      |                   |
|--------------------------------------|-------------------|
| 1 Don't leave home without it        | a patriotism      |
| 2 Think Different                    | b self-esteem     |
| 3 It keeps going and going and going | c insecurity      |
| 4 Because I'm worth it               | d originality     |
| 5 The great American chocolate       | e value for money |



**HERSHEY'S**



AMERICAN EXPRESS®



**Energizer**

L'ORÉAL

- 1 c (American Express)    2 d (Apple)  
3 e (Energizer batteries)    4 b (L'Oréal)    5 a (Hershey's)

## Considering alternatives

When considering alternatives it is important to show the degree of difference between them. By using quantifiers we can show our preferences and argue for them more persuasively.

*The new design will cost slightly more but look a lot better.*

Listen to eight short extracts where people express to what degree they prefer certain alternatives. Complete the table below with the quantifiers you hear.

Minor difference	Major difference
<i>slightly</i>	<i>much</i>
<i>a bit</i>	
<i>a little / a few</i>	



- Just
- Quite
- Rather
- Reasonably
  
- Significantly
- He's way too qualified for this job.
- A lot
- By far

# Vocabulary

## Vocabulary

Advertisement (advert, ad); advertising agency; appeal; aspiration; brand (ambassador; image; management, name); celebrity endorsement; commercial; competition; competitive advantage; consumer; customer; cynical; distribution; feature; logo; marketer; marketing mix (product, price, place, promotion); pitch; premium; rival; slogan; value for money.





**Thank You!**