

# 3 Products and packaging



## 3.1 About business Packaging



### Discussion

1 With a partner, think of three examples of products which are packaged well or badly, and say why. Think about protection, identification, transport, storage, display and security.

### Listening for gist

2 1:28 Listen to an interview with Charlie Wang, President of New China Packaging, a design consultancy based in Taipei, and answer the questions.

- 1 Why does he think packaging is so important?
- 2 What is special about New China Packaging's approach?

### Listening for detail

3 Listen again and mark these statements *T* (true) or *F* (false).

- 1 Branding is not enough to differentiate almost identical products.
- 2 American business guru Jack Trout thinks that companies overcommunicate their difference.
- 3 Most customers decide which product to buy before going to the store.
- 4 Wal-Mart believe that a product must communicate its difference from 15 feet away.
- 5 In the past, design teams were isolated from financial and manufacturing problems so that they would be as creative as possible.
- 6 Creative ideas are often simplified and adapted because consumers in focus groups don't like them.
- 7 New China Packaging task forces can't leave their hotel until every stakeholder is enthusiastic about the new packaging concept.
- 8 Consumers are not always conscious of what they need.
- 9 New China Packaging's task forces need months or years to deliver a consumer-validated package.
- 10 New China Packaging helps its customers to react quickly to new trends in the market.

### Discussion

4 Read comments a) and b) below on cross-functional task forces and answer the questions.

a) 'It is very helpful to involve everybody who will interface with the new employee in the selection process. We can never know candidates' future jobs and the qualities required, or the people they will work with.'

b) 'In our department they're probably less useful than in Marketing. The customer is unlikely to enjoy having several different contacts.'

- 1 Decide which department from the box made each comment and whether they are for or against cross-functional task forces.

Sales R&D Training IT HR

- 2 Discuss what people in the other three departments might say about cross-functional task forces.

### Internet research

Search for the keywords "universal design" packaging to find out about Universal Design and its impact on packaging.



## Scan reading

**5** Read the article and answer the questions. The words in grey are explained in the *Wordlist* on page 151.

- 1 What is wrap rage?
- 2 Who suffers from it?
- 3 What triggers it?
- 4 What are the underlying causes?

## Paraphrasing

**6** Reformulate these phrases from the article in your own words.

- 1 to reduce in-shop shrinkage due to pilfering (line 10)
- 2 the most common triggers of wrap rage (line 19)
- 3 even wrestling to remove price tags ... can raise blood pressure (line 22)
- 4 a red rag to the ecologically-minded bull (line 24)
- 5 there's light at the end of the tunnel (line 26)
- 6 The bottom line is that if they don't react, they risk losing sales ... (line 29)

## Discussion

**7** You have invented a new children's toy – MP-Bunny, an electronic rabbit which dances, talks and plays children's favourite songs. In small groups, discuss how you will package it. Think about the questions below.

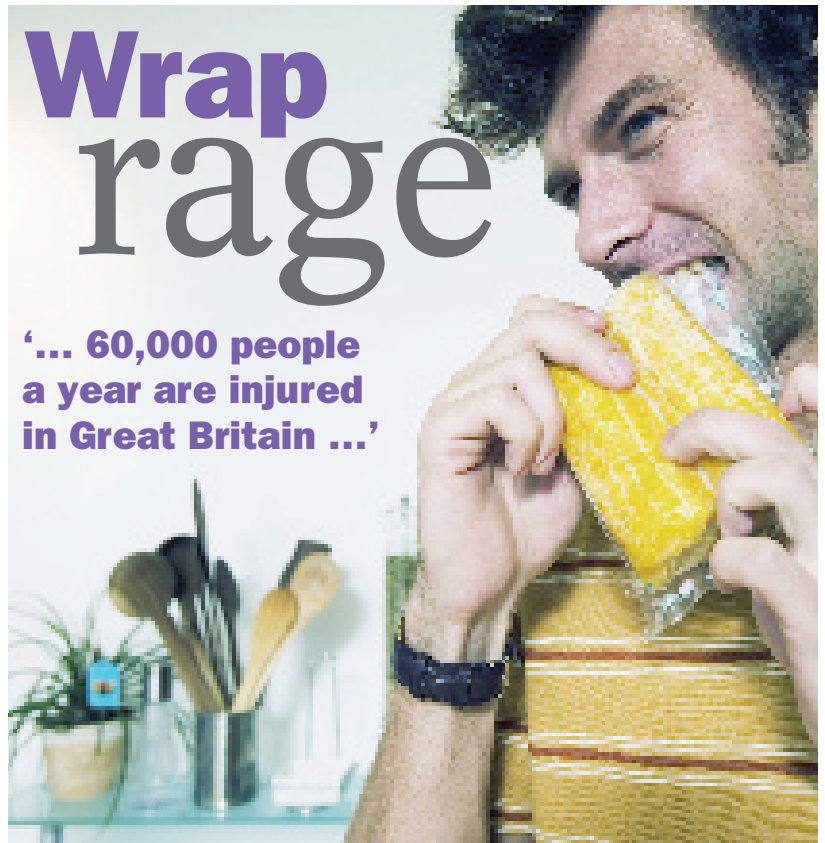


- 1 What different materials could you use? What are their advantages and disadvantages?
- 2 What design elements will you incorporate? Think about shape, colour, photos, logos and text.
- 3 How will your packaging make your product look different from other electronic toys?

Present your packaging solution to another group.

# Wrap rage

**'... 60,000 people a year are injured in Great Britain ...'**



**SURVEYS** show that intense frustration and even injury caused by modern packaging is on the increase, especially amongst seniors. Seventy per cent of over 50s admit to suffering cuts, sprains and bruises to fingers, hands and shoulders as a result of 'wrap rage', a new term used to describe the irritation and loss of self-control experienced when struggling to open wrapping.

In recent years manufacturers have been under increasing pressure to keep food items sterile, to provide child-proof packaging for dangerous or toxic household cleaning products, to protect products during transport and to reduce in-shop shrinkage due to pilfering. At the same time, they are forced to keep costs to a minimum. As a result, packaging has become ever more resistant to fingers, nails and even teeth. In their frustration with blister packs and welded plastic, which defeat all attempts to be pulled, torn or even cut open with scissors, consumers resort to stabbing with screwdrivers, twisting with pliers or slashing them with knives. At best, the product inside the packaging is at risk; at worst, it is hardly surprising that 60,000 people a year are injured in Great Britain alone.

Some of the most common triggers of wrap rage are processed cheese packages, tightly wrapped CDs, child-proof tops on medicine bottles, and milk and juice cartons. Ring-pull cans are particularly problematic for arthritic fingers and delicate skin. Even wrestling to remove price tags from items bought as gifts can raise blood pressure, and unnecessary overpackaging is a red rag to the ecologically-minded bull.

However it seems there's light at the end of the tunnel. Manufacturers are listening to customers' complaints, and some have begun to research and invest in more consumer-friendly packaging. The bottom line is that if they don't react, they risk losing sales if customers simply stop buying products with packaging that offers too much resistance.

# 3 Products and packaging



## 3.2 Vocabulary Specifications and features

### Discussion

- 1** Put these stages of product development into the most likely chronological order.
- Beta test the product by users in typical situations.
  - Conduct market studies to test the concept.
  - Launch the product.
  - Draw sketches and build mockups.
  - Go into production.
  - Draw up specifications for the product.
  - Generate new ideas in focus groups and brainstorming meetings.
  - Screen out unfeasible or unprofitable ideas.

### Reading for detail

- 2** Read the information on the FedEx Box and FedEx Tube and complete the product specification summaries below.

	<p><b>Inside dimensions</b></p> <p>for <input type="text" value="Large FedEx Box"/> are</p> <p><b>length x width x height</b></p> <p><input type="text" value="45.4"/> x <input type="text" value="31.4"/> x <input type="text" value="7.6"/></p> <p><b>For shipments weighing maximum</b> <input type="text" value="9.072"/> kg</p>
	<p><b>Inside dimensions</b></p> <p>for <input type="text" value="FedEx Tube"/> are</p> <p><input type="text" value="96.5"/> x <input type="text" value="15.2"/> x <input type="text" value="15.2"/></p> <p><b>long wide high</b></p> <p><b>Maximum weight allowed</b> <input type="text" value="9.072"/> kg</p>

- The large FedEx Box is 31.4 cm \_\_\_\_\_ and 45.4 cm \_\_\_\_\_. It is 7.6 cm \_\_\_\_\_. When empty, the box \_\_\_\_\_ 400 g; it can be used to ship small parts or computer printouts up to 9 kg in \_\_\_\_\_.
- The FedEx Tube is 96.5 cm in \_\_\_\_\_ and 15.2 cm in \_\_\_\_\_ and \_\_\_\_\_. With a \_\_\_\_\_ of 450 g when empty, it can be used to ship plans, posters, blueprints, etc. \_\_\_\_\_ up to 9 kg.

### Describing products

- 3** Describe the dimensions of objects in your pockets or your bag. Your partner should try to guess what they are.

### Collocations

- 4** Match the nouns in the box with the compound adjectives they usually collocate with.

materials   packaging   devices   design   personal stereos   technology

1 energy-saving	devices	4 child-resistant
labour-saving		tamper-resistant
2 fire-retardant		5 future-proof
water-resistant		foolproof
3 waterproof		6 eye-catching
shockproof		attention-grabbing

### Internet research

What are the best ways of recording and learning vocabulary? Search for the keywords *recording vocabulary* and make a list of possible techniques. Rank the techniques on your list from the most to the least useful for you personally.

### Listening for gist

5 1:29–1:34 Listen to six conversations. Use collocations from 4 to describe what is being discussed.

6 1:35 Listen to a presentation of the Maptech i3. What are its three main features?

### Listening for detail

7 Listen again and complete these expressions for structuring a product presentation using the correct preposition from the box.

about to with up back by of on

- 1 I'm here today to tell you \_\_\_\_\_ (the Maptech i3 ...)
- 2 Let's start \_\_\_\_\_ (Touch Screen Command).
- 3 Let me show you an example \_\_\_\_\_ (what I mean).
- 4 Moving \_\_\_\_\_ to (what's below the water ...)
- 5 Can I just turn \_\_\_\_\_ (communications)?
- 6 I'll just sum \_\_\_\_\_ (the Maptech i3's three main features ...)
- 7 Let's just go \_\_\_\_\_ to (our midnight fishing trip).
- 8 I'd like to finish \_\_\_\_\_ (inviting you to ...)



www.maptech.com

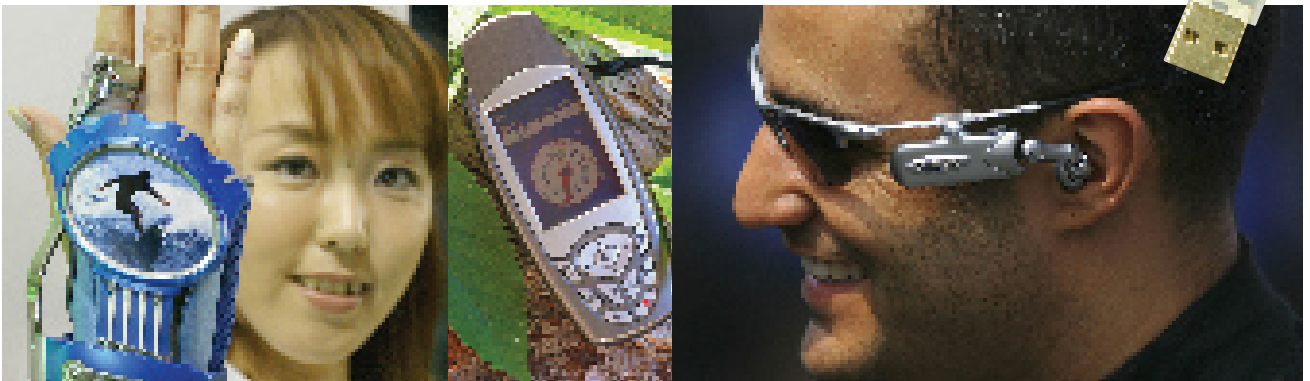
8 Match the expressions in 7 with their function in the presentation a)–e).

- a) Beginning the presentation
- b) Moving to a new point
- c) Developing an idea
- d) Returning to a point made earlier
- e) Ending the presentation



### Presentation

9 Work in small groups. Use the vocabulary and expressions in the previous exercises to present the specifications and features of an electronic device of your choice.



# 3 Products and packaging

## Refresh your memory

### Articles

*a/an*: non-specific or not previously mentioned  
*the*: specific, unique or previously mentioned  
*no article*: generalizations

► Grammar reference page 122

### Relative clauses

*who*: people  
*which*: things  
*that*: people or things, but not after a comma

► Grammar reference page 122

### Noun combinations

The main noun comes at the end. Any others describe it.

► Grammar reference page 123

## 3.3 Grammar Articles, relative clauses and noun combinations

### Test yourself: Articles

1 Insert the missing articles *a(n)* or *the* in the text below.

Did you know ...

- ... that some popular products took 100 years or more to get to <sup>the</sup> marketplace? In 1485, Leonardo da Vinci made detailed sketches of parachutes. He also sketched studies for helicopter, tank and retractable landing gear. First helicopter that could carry person was flown by Paul Cornu at beginning of twentieth century. During First World War, tanks were first used in France in 1917. Airplane with retractable landing gear was built in United States in 1933.
- Bar codes were invented by Silver and Woodland in 1948. They used light to read set of concentric circles, but it was two decades before advent of computers and lasers made system practical. However, bar code system in use today is Universal Product Code, introduced by IBM in 1973. First bar-coded items sold were packs of chewing gum in 1974.
- Computer was launched in 1943, more than 100 years after Charles Babbage designed first programmable device. In 1998, Science Museum in London built working replica of Babbage machine, using materials and work methods available in Babbage's time. It worked just as Babbage had intended.

### Test yourself: Relative clauses

2 Complete the relative clauses by choosing the correct pronoun or group of pronouns from the box.

who    which    that / which    that / which / no pronoun

- The fax process, \_\_\_\_\_ was first patented in 1843 by Alexander Bain, did not go into commercial service until 1964.
- Penicillin, the antibiotic compound \_\_\_\_\_ was discovered by Alexander Fleming in 1928, only went into production in 1942.
- The steam engine \_\_\_\_\_ George Stephenson famously demonstrated in 1815 was actually discovered in 50 BC by Heron of Greece.
- Kevin Tuohy, \_\_\_\_\_ invented the soft plastic lens in 1948, was not the first person to suggest contact lenses: Adolph Fick had the idea in 1888.
- Orville Wright is the man \_\_\_\_\_ is usually credited with the first powered flight in 1903, but Gustave Whitehead and Richard Pearse were also experimenting with flying machines at the same time.
- Several other people claim to be the inventors of the machine \_\_\_\_\_ John Logie Baird demonstrated in 1926 and called a 'televisor'.


### Test yourself: Noun combinations

3 Put the words in the noun combinations (in **bold**) in the correct order.

As new technologies arrive on an increasingly globalized market, companies are facing (1) **development product cycles ever-shorter**. What's more, as products become more sophisticated, manufacturers are having to work with (2) **support increasingly requirements complex technical**. One of the new tools available to help cope with such difficulties are (3) **programs web-based feedback customer**, which enable firms to work with (4) **real-world product pre-market feedback**. Another time-saving innovation is the (5) **product cross-functional team development**, which can make dramatic cuts in development lead-times.




### Expanding notes

**4**  **1:36** When writing notes in English, pronouns, articles and common verbs like *be* and *have* are often omitted. Listen to a product review and write the words you hear which the customer omitted in the notes below.



Easily best phone so far. Perfect phone for basic user. Already bumped and dropped few times but still going strong. Battery life incredible. Overall real workhorse - no frills, but does what cellphone needs to do. Rating 5/5.

**5**  **1:37-1:38** With a partner, discuss how to expand these notes written by customers into full product reviews. Then listen and compare your versions with the recordings.

**1** Hate this phone. Too small - can't open flip cover with one hand. No screen on outside to see caller identity. Reception - horrible. Drops calls probably 30% of time. Very long key delay, incredibly annoying. Anxiously awaiting day can upgrade and get rid of monstrosity. Rating 0/5.

**2** Had phone about three weeks. Like size and design. Features good too. Easy enough to use, and survived couple of drops. However, alarm clock won't work anymore. Not too sure about internal antenna. Hate having full signal when making call, only to have dramatic drop when put phone to head. Everybody says telecom company's fault, not phone, or maybe just got bad one. We'll see. Going to try 9200 next. Rating 3/5.

### Defining words

**6** Complete these definitions by matching the noun combinations with the appropriate relative clause.

- |   |   |
|---|---|
| 1 Decision-making tools are tools                             | a) that have many different functions.                |
| 2 Feature-packed spreadsheets are spreadsheets                | b) that companies conduct to identify customer needs. |
| 3 An industry-standard battery package is a pack of batteries | c) that you evaluate choices and options with.        |
| 4 Market studies are investigations                           | d) whose specifications comply with industry norms.   |

**7** Finish these definitions by completing the relative clause.

- Focus groups are groups \_\_\_\_\_ companies get product feedback \_\_\_\_\_.
- Consumer empowerment is an approach \_\_\_\_\_ gives consumers \_\_\_\_\_.
- A ring-pull can is a can \_\_\_\_\_ has a ring to open it \_\_\_\_\_.
- Complex text layout languages are languages \_\_\_\_\_ text layout is \_\_\_\_\_.
- Child-proof packaging is packaging \_\_\_\_\_ can't open.
- An award-winning design is a design \_\_\_\_\_ a jury has given an award \_\_\_\_\_.
- Portable document format (PDF) is a standard format \_\_\_\_\_ code can be read by all computers.
- Household-cleaning products are products \_\_\_\_\_ you clean the house \_\_\_\_\_.

### Definitions game

**8** In small groups, divide into As and Bs.

- As: turn to page 111.  
Bs: turn to page 117.

### Internet research

Open an online dictionary by searching for the keywords *online dictionary*.

Search for the noun *information*. Is information countable or uncountable? What is its informal form? Which prepositions is it used with? What typical collocations and constructions is it used in?

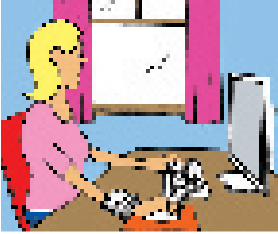
Browse several online dictionaries and find out what other features they offer. Vote to find out which online dictionary the class prefers.

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## 3.4 Speaking Presentations – structure

### Brainstorming

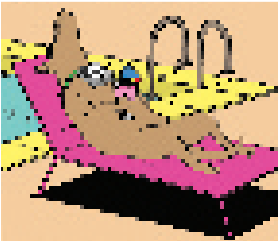
**1** What are the qualities of a good lesson, lecture or presentation? With a partner, draw up a checklist.



### Listening for gist

**2** **1:39** Listen to Version 1 of a presentation of the Pingman, a new personal GPS tracking device which can be used to locate children, elderly people, animals or mobile staff. Compare the presentation with your checklist.

**3** With a partner, discuss how Version 1 of the presentation could be improved.



### Listening for detail

**4** **1:40** Listen to Version 2 of the presentation and tick the items on the checklist below as you hear them.

#### Introduction

- Hook, to get audience attention and interest
- Objective of the presentation
- Agenda, including timing and question etiquette

#### Body

- Background (past)
- Current situation (present)
- Forecasts (future)

#### Conclusion

- Summary of body
- Call for action
- Close

What other aspects of presentation technique have improved in Version 2?

**5** Listen to Version 2 again and complete the expressions for introducing a presentation in the table below and for concluding a presentation in the table opposite.

Introduction		Expressions used in Version 2
<b>Hook</b>	Use rhetorical questions, surprising statistics, famous quotations or anecdotes to stimulate the audience, e.g.: <i>What would you do if ... ?</i> <i>Why do our customers ... ?</i> <i>Somebody once said ...</i>	1 How _____ to know ... ? 2 Did _____ that, on _____ ... ?
<b>Objective</b>	Make sure everybody understands why they are present by clearly stating the goal, e.g.: <i>My objective today is ...</i> <i>The goal of this meeting is ...</i>	3 _____ this morning _____ the Pingman, ... 4 The reason _____ is ...
<b>Agenda</b>	Tell the audience your agenda and how you want to organize the meeting, e.g.: <i>My presentation is made up of three parts.</i> <i>I intend to begin by ...</i> <i>I'll then go on to ...</i> <i>Lastly, I want to ...</i> <i>I'll take any questions at the end.</i>	5 _____ to interrupt me. 6 I've divided my presentation _____. 7 _____ of all, I'm going to ... 8 _____, I'll be talking about ... 9 _____, I'd like to present ...


Conclusion		Expressions used in Version 2
<b>Summary</b>	Remind the audience of the most important points, e.g.: <i>I'm going to break off in a moment.</i> <i>In the first part, ...</i> <i>In the second section, ...</i> <i>In the third and final part, ...</i>	10 I'd like to ____ the presentation 11 ____, I explained why ... 12 ____, I presented the different specifications ... 13 ____ but not ____, I have given you ...
<b>Call for action</b>	Tell the audience what you want them to do, e.g.: <i>This is why we need your approval.</i> <i>This an opportunity that is too good to miss.</i>	14 These are ____ I am asking you to ...
<b>Close</b>	Close the presentation and introduce what happens next, e.g.: <i>Thank you for listening.</i> <i>If you have any questions, I'll do my best to answer them.</i>	15 Thank you very much ____.

### Internet research

Search for the keywords *presentation tips* to find answers to the questions below.

- How long is a good presentation?
- What should you research before a presentation?
- What are the most important parts of a presentation?
- What are the best ways to practise a presentation?
- Which colours and fonts should you use in your slides?
- How should you deal with hostile questions?
- What's the latest presentation technology available?

### Pronunciation

**6**  **1:41** Decide where the speaker should pause in this extract from the presentation and draw a line for each pause. Before each pause, mark whether the speaker's voice should go up ↗ or down ↘, as in the examples. Then listen and compare your answers.

I've divided my presentation into three sections. ↘ First of all, ↗ I'm going to remind you of the background to this project, and the current offer on the market. After that, I'll be talking about the prototype, the specifications, and the data we've collected from tests, focus groups and market studies. Finally, I'd like to present a business plan; this will show you why we expect a return on investment that is without precedent for our company. Is everybody happy with that agenda?

**7** Underline the key syllables and key words which should be stressed, and draw a line between words which should be linked (∪), as in the example below.

I've divided my presentation into three sections. First of all, ...

Listen again and compare your answers. Then practise reading the extract with correct intonation, stress and linking.

### Presentation

**8** In small groups, prepare the introduction and conclusion of a presentation of one of these new products to a group of department store buyers.

- a lightweight portable TV and DVD player with a 17-inch flexible screen that can be rolled up to fit in a pocket
- furniture which changes colour and temperature depending on the light and ambient temperature
- a T-shirt which displays a text message that can be modified from a PC or mobile phone
- your own product idea

Think about the following questions.

- Hook:** What is the most surprising, exciting or unusual aspect of your product?  
**Objective:** Why are you making the presentation and what do you hope to obtain?  
**Agenda:** How will you organize your presentation and what will happen after the talk?  
**Summary:** What are the highlights of your talk?  
**Call for action:** What do you want your audience to do now?  
**Close:** How can you avoid an embarrassing silence at the end of your presentation?

**9** In your group, present your introduction and conclusion and answer any questions. (Assume the body of the talk has been presented.) The rest of the class are the buyers. As a class, vote for the best product presentation.



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## 3.5 Writing A product description



### Discussion

1 Identify the four features of this car and the four corresponding benefits to consumers. Then discuss the questions below.

safe braking and cornering alloy wheels 3.0l V6 engine air-conditioned comfort  
power on demand ABS automatic climate control head-turning good looks

- 1 What do you look for in a car – features or benefits? Why?
- 2 When you buy a computer, a mobile phone, or software, are you more interested in its features or benefits? What about other products?

### Scan reading

2 Read the product description below and number the five sections in the box in the order they appear in the article.

compatibility  background  details of features and benefits  
 invitation  overview of benefits

## OpenOffice.org 1.1

### Great software – now better than ever

**A** An estimated 16 million + people have downloaded OpenOffice.org 1.0 in over 30 languages. OpenOffice.org is now proud to announce OpenOffice.org 1.1. More powerful, more compatible, more international, more accessible, more open than ever – and, best of all, this world-class software is still free!

**A new approach to office productivity software**

**B** OpenOffice.org 1.1 gives you everything you'd expect in office software. You can create dynamic documents, analyse data, design eye-catching presentations, produce dramatic illustrations and open up your databases. You can publish your work in Portable Document Format (PDF) and release your graphics in Flash (SWF) format – without needing any additional software. OpenOffice.org 1.1 is now available for more users than ever, with support for complex text layout (CTL) languages (such as Thai, Hindi, Arabic and Hebrew) and vertical writing languages.

**C** If you're used to using other office suites – such as Microsoft Office – you'll be completely at home with OpenOffice.org 1.1. However, as you become used to OpenOffice.org 1.1, you'll start to appreciate the extras that make your life easier. You can of course continue to use your old Microsoft Office files without any problems – and if you need to exchange files with people still using Microsoft Office, that's no problem either.

**What's in the suite?**

**D** **WRITER** – a powerful tool for creating professional documents. You can easily integrate images and charts in documents, create everything from business letters to complete books and web content.  
**CALC** – a feature-packed spreadsheet. Use advanced spreadsheet functions and decision-making tools to perform sophisticated data analysis. Use built-in charting tools to generate impressive 2-D and 3-D charts.  
**IMPRESS** – the fastest way to create effective multimedia presentations. Your presentations will truly stand out with special effects, animation and high-impact drawing tools.  
**DRAW** – produce everything from simple diagrams to dynamic 3-D illustrations and special effects.  
Find out more – try it today!  
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### Reformulating

**3** R&D departments often focus on describing features, while marketing departments tend to describe benefits to consumers. Read the eight features described by R&D and underline their corresponding benefits in the text in 2.

- 1 International open source code application available to download (paragraph A)  
*... this world-class software is still free!*
- 2 Fully integrated suite of office applications (paragraph B)
- 3 Supports PDF and SWF publishing without plug-ins (paragraph B)
- 4 Intuitive user interface (paragraph C)
- 5 Fully compatible with other document formats (paragraph C)
- 6 Image integration capability (paragraph D)
- 7 Built-in 2-D and 3-D charting tools (paragraph D)
- 8 Diagram and special effects functions (paragraph D)

**4** Reformulate the product features of the Creole Audio Manager in terms of benefits.

- 1 Fully integrated multi-format audio and video player  
*Creole gives you everything you'd expect from an audio player; watch and play video and music in all popular formats.*
- 2 Downloadable shareware
- 3 Full PC and Mac compatibility
- 4 Music search, download and organizer features
- 5 Online radio and TV capability
- 6 Built-in CD-burning tool
- 7 Intuitive user interface and foolproof operation
- 8 Karaoke function



### Internet research

The MP3 player market has huge potential for growth, and China wants its share. Search for the keywords *MP3 player market China* and write a short summary on your findings.

### Writing

**5** Write a product description of the Earworm2, a portable MP3 player, using the notes below. (Alternatively, use a product of your choice.) Focus on the benefits to consumers, adding any details you feel are appropriate.



Background	Over 30 million Earworm players all over the world New Earworm2 now available Smaller, lighter, stronger, more memory
Overview of benefits	Only 1 cm thick, less than 250 g, 40GBs: take your music everywhere you go - plays up to 20,000 songs
Compatibility	All popular music formats, PC, Mac, subscription services
Details of features and benefits	Attention-grabbing design Shockproof, water-resistant aluminium case 9 cm x 5 cm x 1 cm, 245 g 40 gigabytes storage = 20,000 songs 30-hour autonomy Built-in FM radio Built-in mic for voice recording Large 4 cm x 3 cm LCD screen Intuitive user interface and file management 2-year guarantee
Invitation	2-week no quibble money-back guarantee

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## 3.6 Case study Big Jack's Pizza

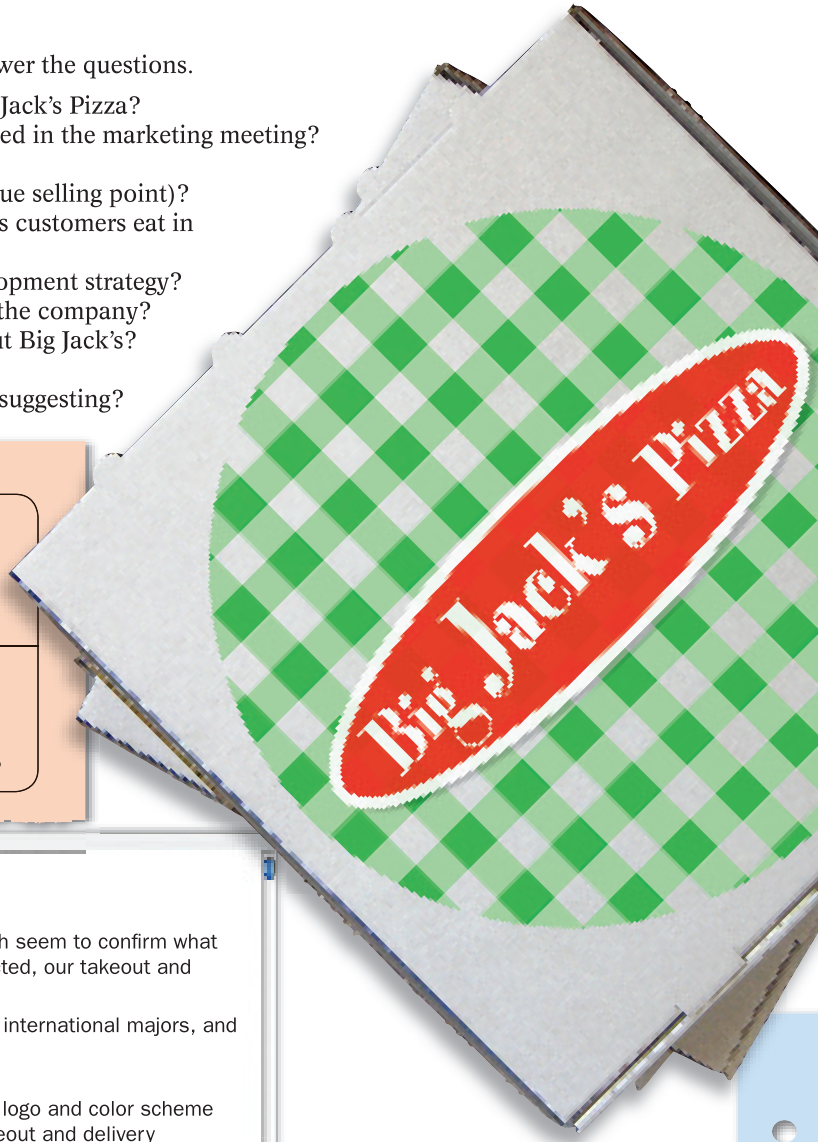
### Discussion

**1** In one minute, list as many fast-food businesses as you can. How does each of them try to differentiate itself from its competitors?

### Scan reading

**2** Read the documents and answer the questions.

- 1 What sort of company is Big Jack's Pizza?
- 2 How many people are involved in the marketing meeting?
- 3 Who is Jack Jr?
- 4 What is Big Jack's USP (unique selling point)?
- 5 What proportion of Big Jack's customers eat in the restaurants?
- 6 What is the company's development strategy?
- 7 What is the biggest threat to the company?
- 8 What do customers like about Big Jack's?
- 9 What do they dislike?
- 10 What four changes is Jack Jr suggesting?





## Big pizzas, big value!

23 stores in Hong Kong, Kowloon and New Territories  
dine-in, parties, takeout or 24/7 home delivery

**Call us now on 2893 6161**  
**Become a Big Jack's franchisee - call 2893 5468**

Re: Marketing meeting tomorrow

Billie, Mick,

I've attached the latest figures and customer-feedback summary, which seem to confirm what we discussed last time. Restaurant sales are holding up but, as expected, our takeout and delivery revenues are down again this month.

If we want to defend our market share against Pizza Hut and the other international majors, and attract new franchisees, we desperately need to relaunch our product.

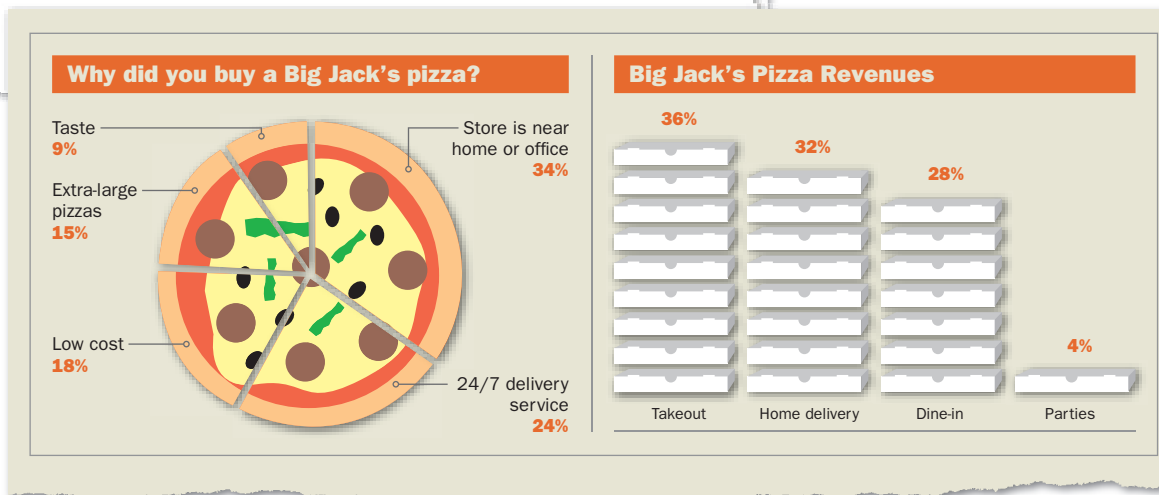
So, here's the agenda for the meeting:

- |  |  |
|--|--|
| 1 a new, more exciting range of pizzas | 3 a new or updated logo and color scheme |
| 2 new promotional ideas                | 4 a new box for takeout and delivery     |

Looking forward to hearing your ideas on all these points tomorrow.

Jack Jr.

President & CEO



### Internet research

Search for the keywords *pizza box advertising* to find out how companies are using a new way to get their messages into the home.

### Listening for gist

**3**  **1:42** Listen to an extract from the marketing meeting at Big Jack's. What two decisions are made?

### Listening for inference

**4** Listen again and list the ten suggestions made by Billie and Mick. Which ones does Jack like?

**5** Match the diplomatic phrases on the left with their real, more direct, meanings on the right.

- |   |   |
|---|---|
| 1 Of course, but we can come back to that later?                              | a) It's not a wonderful idea, but it's a possibility.                   |
| 2 Can we move on to point two?  | b) It's not a priority right now.                                       |
| 3 Well, Billie, it's been done before, but I guess we could do that. Why not? | c) It's a bad idea.   |
| 4 I'm sorry?  | d) I don't want to waste more time on this.                             |
| 5 I'm not sure that's a direction we really want to go in.                    | e) I know we disagree about this.                                       |
| 6 That's more the kind of thing I had in mind.                                | f) Big Jack's is old-fashioned.   |
| 7 I think you feel strongly about this?                                       | g) What are you talking about?  |
| 8 Things have changed since Big Jack's time.                                  | h) It's not exactly what I wanted, but better than your previous ideas. |
| 9 This is all very interesting, but ...                                       | i) I've decided, whether you like it or not.                            |
| 10 I trust you'll agree.  | j) This isn't relevant.   |

### Brainstorming and presentation

**6** Work in small groups as consultants to Big Jack's Pizza and do the following tasks.

- 1 Read the brief below from Big Jack's Pizza.
- 2 Brainstorm and select the best ideas.
- 3 Prepare a presentation to the company's management.
- 4 Present your recommendations and take questions from the class.

Big Jack's Pizza wishes to **strengthen** its brand and improve its packaging. Please provide advice on the following points:

- a new range of **fusion cuisine** pizzas: exciting names needed for at least five pizzas
- new promotional ideas
- a new or updated logo, color scheme and slogan
- a new box or box design for takeout and delivery.

Estimated impact of implementing changes on packaging and advertising costs:

- change logo + 2%
- three-color printing + 1%
- four-color printing + 2%
- non-standard box shape + 2%
- non-standard box materials + 2%.

NB Big Jack's will not accept an increase of more than 5%.

#### Recurrent negative customer comments:

'The pizzas all taste the same.'

'Big Jack's is old-fashioned – it's time for a change.'

'The pizzas are too big; I can never finish them.'

'The slices slide around in the box and get stuck together.'

'No different from other pizza houses – same pizzas, same colors, same box, same price.'