

Unit 5

Brand Building

Lead-in

Task 1

Teaching Tips

- Ask the students to write the word “brand” in the center of a piece of paper with the books closed.
- Tell the students that you are going to dictate 6 words that go with the word “brand” to form different terms associated with it.
- Dictate the words from the book in alphabetical order. Spell out them if necessary.
- Ask the students to compare their answers in pairs and then check them against the book.
- Get the students do Task 1 individually and compare their answers in pairs as they finish.
- Explain the terms one by one.

Key

1. brand preference
2. brand loyalty
3. brand equity
4. brand positioning
5. brand awareness
6. brand image

Task 2

Teaching Tips

- Display pictures of some products such as a computer, a cell phone, a dress, a handbag, a pair of trainers, a USB, etc.
- Ask the students to work in pairs and discuss which factors (from A to G) they would consider before making a purchase. The students may have different considerations when buying different products. Encourage them to explain their options with arguments.
- Encourage the students to come up with more factors.

Suggested Answers

Other factors to consider:

- brand
- availability of spare parts
- maintenance
- environmental-friendliness

Reading A

Starting Point

Task 1

Teaching Tips

- Ask the students to recall what they've learned in Lead-in Task 1 about brand image.
- Introduce the concept of brand values. Then draw students' attention to the fact that different brands may have different focuses: some focus on quality, some focus on price, some focus on user experience, etc.
- Pair up the students and have them discuss their own experiences and feelings about these brands.
- After pair discussion, invite some students having experiences of using some of these products or services to describe their feelings and impressions of these brand names.

Suggested Answers

Disney: magical, fairy tale, fantasy, kingdom, fun, cartoon characters, good at storytelling

Apple: high-end, innovation, fashion

BMW: luxury, fortune, higher social status, speed and comfort

KFC: irresistible taste, convenient, fast-food, localized menu

Translation

耐克——一个讲述精彩故事的品牌

建立一个强大的品牌是产品营销的重要组成部分。高效的品牌策略着眼让公司成为家喻户晓的品牌，从而使该公司的产品畅销全国乃至全球。耐克品牌给我们讲述了一个人类在体育上具有无限潜能的故事，而这已经成为耐克品牌最引人注目的元素。

多年前，耐克创始人之一比尔·鲍尔曼曾经说过：“只要你拥有一副身躯，你就是一名运动员。”这是他对人类在体育方面无限潜能的诠释。他将这一理念设定为公司的基调

与方向,并有意地选择了“耐克”这个与胜利相关的名字——耐克是希腊的胜利女神。耐克销售鞋子,却不只卖鞋子,它还销售情感和灵感。耐克推崇力量、毅力与胜利。1982年纽约马拉松赛期间,耐克在美国播出了首支电视广告,从此以后,耐克与这一代表了成就和胜利的符号便结下了不解之缘。从那时起,耐克的每一条广告都蕴含了挑战身体极限的理念。耐克品牌旨在传递这样一个信息:鼓励世界各地的运动员去做他们认为不可能的事,去承担生命中最艰难的挑战。现在,耐克的口号“Just do it”和它的品牌一样,已闻名于世。

继鞋子产品走红之后,耐克随后又推出了运动服,例如,请巨星迈克尔·乔丹代言篮球装备。耐克品牌标识象征希腊胜利女神的翅膀。这一品牌迅速得到了粉丝和运动员的认可。如今,越来越多出类拔萃的运动员穿着耐克的产品参加比赛,例如耐克的鞋子、短裤、上衣、短袜、手腕带等。在他们的带动下,他们的粉丝也参与到运动中来,并接受了耐克的 brand 理念。

每个品牌都有自己的故事,或至少传递着一种信息:可以是一个激励人心的故事,一个关于永恒爱情或与智慧相关的故事,也可以仅仅是一条信息,告诉消费者“我们生产的食物是安全的”。

我们的品牌也需要一个从一开始就能塑造人们对我们品牌的看法的主题。讲故事是一个强大的沟通工具——它能够建立品牌与消费者间的情感联系。经验表明,和情节薄弱或故事容易被遗忘的品牌相比,一个拥有强大和令人难忘故事的品牌具有更为显著的优势。如果我们的顾客在说起我们的品牌时,就如同谈论他们自己的某一部分一样,那么我们就和他们建立起了情感联系。我们的项目也就上了轨道。

Vocabulary

1. **compelling** adj.

The court was presented with compelling evidence that they'd broken the contract.

He felt a compelling need to tell someone about his idea of enhancing brand recognition.

compel v. 强迫, 逼迫

The law will compel employers to provide health insurance.

2. **observe** v.

“You always arrive at the right time,” he observed drily.

In his book, he observes that the President was an able diplomat.

3. **tone** n.

The tone of the meeting was pleasant and innocuous, every participant contributed ideas to solve the problem.

The tone of our company is creative and innovative.

4. **purposely** adv.

A clause in the contract had been left purposely vague.

Isn't it annoying that he made the mistake purposely?

5. **perseverance** n.

It took perseverance to overcome his communication difficulties.

He became a champion at last by virtue of his perseverance.

persevere v. 锲而不舍

She has persevered in her claim for compensation.

6. **air** v.

Many viewers were shocked when the TV news aired graphic footage of the war.

The show was first aired in 1978.

air v. 公开表达

Staff will get a chance to ask questions and air their views.

7. **kit** n.

He was wearing the new season's kit.

Adam is old enough to wash his own football kit.

8. **instantly** adv.

The number of defective goods is instantly available thanks to the latest quality control system.

The news seemed to sober him up instantly.

instant adj. 立即的, 即刻的

We have installed a system that provides instant access to client information.

9. **elite** adj.

The competition is only open to an elite group of athletes.

Garden Hotel is one of the elite hotels in Guangzhou.

elite n. 精英

Only a small elite among mountaineers can climb these routes.

10. **everlasting** adj.

I am tired of his everlasting complaints.

Pursuing supreme excellence is our everlasting objective.

11. **perception** n.

My perception of this issue is quite different.

A good manager must have a good perception of time management.

12. **forgettable** adj.

He'd had a role in one or two forgettable movies.

The music sounds like an advert—easy on the ear but bland and forgettable.

unforgettable adj. 令人难忘的

I spent so many unforgettable days with my team members that I was reluctant to be transferred to another department.

forgetful adj. 健忘的

She is so forgetful, and always puts off the things she should do.

13. **strive for**

We must strive for further increase in production capacity.

He is in training to strive for the next Games.

14. **follow up**

Let us know the sales forecast, and we will follow up with a discussion.

This experiment was quickly followed up by others using different materials.

follow-up adj. 后续的, 接着的

A follow-up study on shopping habits and consumer preference will be conducted this month.

15. buy into

I never buy into this idea that our company can become global organically.

You don't buy into all this nonsense, do you?

16. on the right track

Production has already been put on the right track.

Our cooperation with this agency shows that we are on the right track.

Understanding the Text

Teaching Tips

- Display the logo of Nike and ask the students to share their perceptions of this logo.
- Tell the story of Nike (the goddess) to the students.
- Pre-teach the words in the task which might be difficult for the students.
- To encourage scanning, set a time limit for the students to read the text and finish the task individually.
- Check the answers and ask the students to locate the supporting information in the text to prove their answers.

Story of Nike

Nike is the Greek goddess of victory, both in battle and in sport. Nike's mother Styx supported Zeus in a war and brought her four children Nike (victory), Bia (force), Cratos (strength), and Zelus (Rivalry). In return, Zeus promised that he would keep them closed forever. Nike was given the chariot (战车) to ride. During the war, Nike comforted Zeus and helped him regain his strength and strike back. That is why Nike is also attributed as the goddess of strength and triumph. From then on, the goddess bestowed fame and glory upon those who achieved victory.

Task 2

Key

- (1) co-founder
- (2) the wing of the Greek goddess of victory
- (3) national television advertisement
- (4) New York Marathon
- (5) emotion and inspiration
- (6) power, perseverance and victory
- (7) buy into the Nike brand

Task 3

Story of Nike

1. It can help to make a company a household name and help it to sell its products across the nation and even globally.
2. “If you have a body, you are an athlete.”
3. Nike is the Greek goddess of victory. They chose the name because of its association with victory.
4. The messages are to challenge oneself to strive for maximum physical achievement.
5. Because it builds emotional connections between brands and consumers.

Activity 1

Teaching Tips:

- This task can be assigned as an assignment before class.
- Divide the class into groups of 4—6 students. Ask the students to brainstorm the major characters and outline them together. Ask them to work together and draw a draft of the story.
- Have each group present the story in class. They may even act it out by playing different roles.
- At the end of each presentation or performance, leave three minutes or so for Q&A.
- Make comments on their brand stories and their performance. Awards should be given to groups with good performance.

Dealing with Language

Task 4

Key

- | | | | |
|-----------------|-------------|------------|----------|
| 1. inspirations | 2. buy into | 3. defined | 4. elite |
| 5. compelling | 6. empowers | 7. maximum | |

Task 5

Key

Adjective	Noun
diverse	diversity

inclusive	inclusivity
luxury	luxury
passionate	passion
innovational	innovation
technological	technology
authentic	authenticity
original	originality
fashionable	fashion

Task 6

Suggested Answers

1. 讲故事是一个强大的沟通工具，有助于建立品牌与消费者之间的情感联系。
2. 那些令人联想到深刻和令人难忘情节的品牌比那些故事薄弱的品牌具有更为显著的优势。
3. We must continue to strive for greater efficiency.
4. If there is no response to your press release, follow it up with a phone call.
5. We have had the initial test results and it looks as though we are on the right track.

Activity 2

Teaching Tips:

- Introduce the concept of slogan and display some notable slogans.
- Have the students work in groups and study the slogans of the domestic sports brands in the textbook and choose the one(s) they appreciate with explanations.
- Help the students summarize the features of the slogans and then come up with a list of criteria for good slogans.

Background Information

A slogan is a short, catchy summation of a company or product. It accompanies a logo and is often featured as the last spoken words in advertisements. The most successful slogans become familiar to consumers and immediately bring to mind the company and its products.

Some notable slogans:

I'm loving it. (MacDonald's)

I am what I am. (Reebok)

When there's no tomorrow. (Federal Express)

Because you're worth it. (L'OREAL)

Save money. Live better. (Walmart)

Criteria of a good slogan:

- (1) Keep it short and simple. A good slogan should be no more than 10 words long.
- (2) Emphasize your strengths and benefit. Make sure that your slogan says something positive about the products your company offers.
- (3) Be sure that the slogan you design is in accordance with the brand story you've created.
- (4) Explain the company's commitment. A winning slogan will explain a company's dedication to its customers, e.g. We're number two, so we try harder.
- (5) Stay honest. Hyperbole is extremely discouraged. Language like "The No.1..." or "The best... in the business" is not only untrue, but also a big turn-off to consumers.

Reading B

Task 1

Teaching Tips

- Ask the students to write down the brand names of some sports products in 30 seconds. Ask them to compare the output in pairs: How many of them are local, and how many of them are foreign?
- Ask the students to vote for three of their favorite brand names and make a list of reasons to support their ranking.
- Encourage the students to search for information on domestic sports products in advance. Ask them to show their findings in class.
- Ask the students to discuss the questions in small groups.
- Ask a few groups to report back to the class on their discussion.

Translation

建立本土品牌的可行性报告

导言:

本报告旨在通过分析第一、二、三线城市的消费模式,为我公司产品的定位提供指导。

材料收集方法:

数据来自《中国商业评论》相关研究。研究主要以定量问卷调查的形式进行。采访者在 16 个城市(其中一线城市 3 个,二线城市 5 个,三线城市 8 个,以便对比)进行了采访,受访者来自近 300 户家庭,人数超过 1000 人。

调查结果:

1. 价格仍然是影响消费者选购商品的最重要因素。
2. 品牌是影响消费决定的第二大因素。在所有级别的城市中, 有 72% 受访者表示他们选购商品时会受到品牌的影响。
 - a. 在一线城市, 消费者购物更依赖于以往的购物经历。
 - b. 在二线城市, 消费者购物容易受其他人影响, 如他们所属的社交群体和楷模的影响。
 - c. 在三线城市, 消费者似乎更关注店主的建议和产品包装。
3. 在一线城市, 耐克是运动服装的领军品牌 (40% 受访者表示他们至少有一件耐克的产品), 紧随其后的是李宁 (占 35%)。在二线城市, 顺序则发生了翻转, 分别有 45% 和 29% 的受访者表示拥有李宁和耐克的产品。在三线城市, 榜首的两个品牌分别是李宁和安踏 (只有 3.5% 的人拥有耐克产品)。这一模式表明, 城市级别越低, 本土品牌的影响力越大。
4. 中国 22 岁到 35 岁的年轻消费群体倾向于追求一种以提高自身购买力为目标的生活方式。名牌有助于显示他们性格中“炫酷”的一面, 并且满足他们追求独特性的需求。

结论:

了解年轻人对名牌的选择倾向非常重要。不同品牌在不同级别城市的销售情况各不相同。如果能够在客户中建立品牌意识, 我们有望通过进军低级别城市改变品牌命运。

建议:

为保证公司品牌推广取得最大收益, 现有如下几点建议:

- 提供低价产品。
- 一、二线城市市场倾向于高价品牌, 我们要打造适应三线城市消费者偏好的品牌。
- 为迎合三线城市消费者的消费习惯, 营销策略应着眼于店铺销售建议和产品包装。
- 创作吸引年轻人的品牌故事。

Vocabulary

1. tier n.

The strong economy has done little for workers at the lowest tier.

In the hierarchy, decisions are made from the most senior tier of management.

2. proceedings n.

The proceedings of the seminar have been published in our company's portfolio.

The chairman had to cut short the proceedings.

proceed v. 继续进行

She will proceed to the degree of Master of Arts this year.

We're quite interested in your innovative ideas; please proceed with your report.

3. quantitative adj.

In order to acquire information on market demand, quantitative data processing and analysis are needed.

We need a quantitative assessment in staff appraisal.

4. **flip** v.

He flipped the top off the bottle and poured himself a drink.

She flipped the paper over and started writing on the back.

5. **uniqueness** n.

The trademark will be examined under a Uniqueness Test.

The young generation would like to pursue individuality and uniqueness.

Teaching Tips

- Ask the students to figure out the structure of the report in Reading B. Then ask them to explain the function of each part in the report.
- Ask the students to read the Introduction and Proceedings to finish Task 2.
- Encourage the students to summarize the information in the text orally and then finish Task 3.
- Ask the students to check the answers in pairs or ask six students to answer the questions one by one.

Task 2**Key**

- (1) Objective of the report: to present guidance on our product positioning
- (2) Scope of the research: purchasing patterns in Tiers 1, 2, and 3 cities
- (3) Method of the research: quantitative questionnaires
- (4) Source of information: www.chinabusinessreview.com

Task 3**Key**

- | | | | | | |
|------|------|------|------|------|------|
| 1. T | 2. F | 3. T | 4. F | 5. F | 6. T |
|------|------|------|------|------|------|

Task 4**Suggested Answers**

1. 这份报告的目的在于提醒董事会重视我们公司内部在沟通网络方面存在的不足。
2. 价格仍然是消费者选择产品时的重要影响因素。
3. Many professional women rely on relatives to help take care of their children.
4. We must use this product only in accordance with the manufacturer's instructions.
5. The idea of working abroad really appeals to me.

Activity 3

Teaching Tips:

- Introduce the activity by displaying the logos in Activity 2 and asking the class what they feel about them.
- Introduce the concept of the logo and explain three types of logo design.
- Draw students' attention to the requirements of logo design.
- Have the students work in groups and design the logos.
- Ask the students to present their group logo to the class and explain the ideas of the design.

Key:

- Logo of Ford: logotype design
- Logo of Anta: abstract design
- Logo of Apple: descriptive design

Background Information

A slogan is a short, catchy summation of a company or product. It accompanies a logo and is often featured as the last spoken word in advertisements. The most successful slogans become familiar to consumers and immediately bring to mind the company and its products.

A logo is more than images and words, a good logo tells a story about your company— who you are, what you do and what you stand for. A logo represents your brand through the use of shape, fonts, color and image. It's important to be clear about who your client is and customize the look of your logo to appeal to those who will be using your services.

You have to bear the following instructions in mind when designing the logo:

- (1) Decide whether to incorporate your company's name into the logo or not;
- (2) Follow the company's color scheme;
- (3) Be inspired by but don't copy successful logos;
- (4) Keep it simple.

Activity 4

Teaching Tips:

- This task can be assigned as an assignment before class.
- Divide the class into groups of 4 students. Make sure that the students understand the meaning of Internet security concerns and logistics issues of online retailers.

- Introduce the concept of customer loyalty and illustrate some common loyalty programs.
- Ask the students to work out the methods to enhance customer loyalty by focusing on Internet security concerns and logistics issues.
- Ask several groups to report the outcome of their discussion by giving a short presentation.
- Comment on the students' presentations.

Suggested Answers:

- (1) Enhance network security by strengthening the construction of IT resources.
- (2) Build your own logistics team. Improve shipping and delivery services by providing more delivery options so that consumers can choose delivery options with more specified dates and times.
- (3) Develop an online order tracking system or provide a link for consumers to track orders.
- (4) Tighten packaging requirements and improve picking and packing quality, and use specialized services for bulky and fragile products.
- (5) Arrange for goods to be promptly returned or replaced once you get a return request from a consumer.
- (6) Organize regular activities for point redemption so that consumers can get the corresponding gifts.

Background Information

Retailers implement loyalty programs, such as flyer programs, to maximize customer loyalty. For example, most supermarkets and department stores have a retail loyalty program in the form of a store card or loyalty card. Customers will complete an application form with data and will then receive a card (usually a plastic one) which is used firstly to record information about what the consumer buys on their transaction record, and secondly, to reward them with vouchers, points or coupons, which can be used, or redeemed, to get gifts or money off future purchases.

Listening

Teaching Tips

- Start this task by reviewing the concept of brand values with the students.
- Ask the students to read the five statements in the textbook before listening.
- Play the recording twice and encourage the students to take notes as Role A and Role B respectively.

- Check the answers with the class. And ask the students to prove their choices.
- Ask the students to role-play the conversation and invite a pair to act it out in class.

Task 1

Scripts

- Nick:* There are many brands competing in this segment, how can we break into this market?
- Marcia:* Our target customers will be the young aged under 35 in lower-tier cities. So I think the first thing we have to do is to decide on what values we want to associate with our brand.
- Nick:* Yes. The higher the value that the consumer places on the brand, the more product we'll be able to sell.
- Marcia:* You know, the young no longer identify themselves with long-established local values, they seek new role models on which to build their identity. They want to own goods that make them feel good about themselves but they don't have a lot of spare cash so they can't afford the expensive brands. We need to supply a smart label and an image to match but at an affordable price.
- Nick:* Yes, we could advertise leisure. Make our customers feel like they are leading a carefree way of life: sun, sea and song!
- Marcia:* That's a good suggestion. And we could focus on fitness and health. We can convey a message to our customers: "I make you feel good."
- Nick:* Yes! Our brand can speak about passion for sport and a sporting lifestyle. Customers will come to share the same passion and strong feelings as us.
- Marcia:* One more point, we must focus on low prices, because this is a low-cost, value-for-money brand.
- Nick:* Right. We'll penetrate this market with our low-priced dynamic products!

Key

1. F 2. T 3. F 4. F 5. T

Task 2

Teaching Tips

- Introduce this task by asking the students what they know about Kobe Bryant, Xie Tingfeng and Lin Dan. This pre-listening exercise helps the students predict the information they will hear.
- Play the recording twice and encourage the students to take notes while they listen.
- Have the students complete the table individually or in pairs.

- Display some successful cases such as Han Han advertises for Vancle, Leonardo DiCaprio for Oppo, Brad Pitt for Chanel N°5, etc.
- Ask the students to work out the criteria for spokesperson selection in pairs.
- Ask the students to work in groups and select an appropriate spokesperson for their brand. Then, ask them to support their options with explanations.

Scripts

- Marcia:* We're a new entrant to this market and few people know our brand.
- Nick:* So, we need to launch an intensive advertising campaign in order to improve brand awareness. What about finding an appropriate spokesperson?
- Marcia:* Mm, you mean to advertise our brand? To be the face of our brand? That's a good idea. It would have to be someone in the public eye, keen on sport, good looking.
- Nick:* Yes, you're right. But who?
- Marcia:* Kobe Bryant, the famous American professional basketball player? He's known to most people in China. He's won the NBA championship for many times.
- Nick:* But he'll be expensive, we have to take cost into account.
- Marcia:* Nowadays, celebrities from the entertainment industry are popular. Xie Tingfeng might be good. He appeals to teenagers with his uniqueness.
- Nick:* I think he's the spokesman for Xtep isn't he? You know that very stylish sports brand. We can't have someone who is already working for a competitor; there'd be a clash of interests.
- Marcia:* How about Lin Dan? He's a worldwide top badminton player. He's been nicknamed "Super Dan" by his fans. He's energetic, has good healthy image... a perfect match with the image we want to portray.
- Nick:* But he's the spokesman for 361 degrees.
- Marcia:* Oh, no! Right, let's take a break and discuss it later...

Key

- (1) in the public eye
- (2) keen on sport
- (3) good looking
- (4) the cost is high.
- (5) he is a celebrity in the entertainment industry. He appeals to teenagers with his uniqueness.
- (6) he's the spokesman for Xtep. There will be a clash of interests.
- (7) he is a worldwide top badminton player. He is energetic, has a good healthy image, a perfect match with the brand image.
- (8) he's the spokesman for 361 degrees.

Background Information

Qualities of a good spokesperson:

- (1) The ability to communicate knowledge and generate interest when talking about the brand.
- (2) A good listener with on-camera or photographic presence.
- (3) Being well-informed about the company's vision, promotional events and aims.
- (4) Being credible and able to develop a good rapport with those in the media.

Criteria for spokesperson selection:

Source credibility is most important in selecting a spokesperson. Source credibility breaks down into three dimensions: expertise, trustworthiness, and attractiveness.

- (1) Expertise is the perceived validity of the assertions made by the celebrity. Famous chefs endorse food products, athletes endorse athletic shoes, musicians endorse stereo equipment, etc.
- (2) Trustworthiness is the confidence that the consumer has in the celebrity regarding honesty and objectivity.
- (3) Source attractiveness is another model used to evaluate a celebrity for a fit with a product. The dimensions are similarity, familiarity, and liking of the person. The similarity is the degree to which the celebrity resembles the target market. Familiarity is how well the market knows the celebrity. Liking refers to how much the target market likes the celebrity based on looks and behavior.

Task 3

Teaching Tips

- Start the exercise by introducing the concept of a media strategy to the students.
- Allow the students time to read the notes and encourage prediction.
- Take this task as a dictation exercise, encourage the students to write down every exact word they hear from the recording. The students can discuss and finalize their answers in pairs.
- Check the answers by asking the students to read their answers in full sentences.
- Encourage the students to summarize the tips orally based on their understanding by using own their expressions.
- Divide the students into several groups. Make a list of the medium they would like to utilize to deliver brand messages by reviewing what they have learned from previous units.

Scripts

It's difficult to stand out among so many competitors airing commercials on television, so we could use weblog as a way to communicate with potential customers. Well, what is a weblog?

A weblog or blog is a personal journal on the Web. Some blogs are highly influential and have enormous readership. Here are some tips to a successful business blog.

1. Don't start blogging unless you are willing to be completely honest with your audience.
2. Write valuable content that people will want to read and share stories to present or showcase your knowledge and expertise.
3. Write 2–3 times a week, short articles of 250–350 words each time. Regular posting builds the conversation with readers.
4. Track and monitor your visitor statistics so that you can identify which posts are the most popular.
5. Linking is essential to build traffic and enlarge the reading audience.
6. List all your products and make sure you link the landing pages properly so that readers go to the right page.

In six months of regular blogging, assuming we are providing valuable content, we should see an increase in our website traffic, client leads and overall total revenue for our business.

Key

- (1) a personal journal on the Web
- (2) some blogs are highly influential and have enormous readership
- (3) be completely honest
- (4) share stories
- (5) your knowledge and expertise
- (6) Write 2–3 times a week
- (7) posting
- (8) visitor statistics
- (9) build traffic and enlarge the reading audience
- (10) landing pages properly
- (11) (your) website traffic
- (12) overall total revenue

Additional Materials

Media strategy recommends how to deliver brand messages to the consumer in a way that best serves the brand's communication objectives, such as building loyalty, encouraging purchase or aiding brand recognition. The media strategy identifies the right target audience (people the brand wants to talk to) and the media mix (the combination of media types—press, outdoor or Internet) which will be used to deliver the messages.

Communication Project

Teaching Tips

- Ask the students to finish Task 1 individually or in pairs so as to get a general picture of the responsibilities of the PR department in a company.
- Show video clips of some PR events such as a product launch to inspire the students.
- As for Task 2 to Task 4, divide the students into groups and ask them to have a brainstorm. There are three roles in each group: leader, notes-taker and team members.
- During the brainstorming session, no judgments or criticisms should be made by the teacher.
- In each group, come to a consensus and draft a schedule for the launch.
- Ask each group to present their schedule and display their invitation card.
- Organize a “Vote for Best PR Event” for the best launch in class. Invite comments on the invitation cards in terms of layout, content and design.

Task 1

1. manage the public relations strategy
2. deal with the press, television and radio
3. provide the press and public with information
4. give an accurate picture of the company
5. maintain goodwill and understanding
6. build long-term relations

Task 2&3

Suggested Answers

Guests to be invited: the spokesperson, journalists, media reporters, industry insiders, the honored guests...

Advance preparation:

- Sending invitations and monitoring replies
- Organizing photographers
- Beginning writing press information and designing information packs
- Sending details of event to venue
- Sending details of venue, date and times to the guests
- Preparing welcome information and itineraries for the guests
- Checking the equipment
- Some paperwork

Follow-up activities:

- Ask for feedback.
- Send participants special gifts such as handwritten cards or e-mails.

- Review and reflect.

Writing

Teaching Tips

- Ask the students to discuss in pairs the advantages and disadvantages of sports sponsorship.
- Encourage different and creative ideas from the students.
- Ask the students to finish Task 2 individually within 15 minutes.
- Ask the students to share their writings in pairs and conduct a peer review.
- Ask 3 or 4 students to read their writings in class and invite some questions from other students based on their writings.

Task 1

Advantages and Benefits	Disadvantages and Difficulties
Effective targeting	High cost
Increasing recognition in the industry	Complex contract
Generating and increasing sales	Cost being passed onto consumers

Task 2

Suggested Outline for the Writing

Sponsorship is an issue on which people's opinions differ sharply. As far as I am concerned, I must _____.

An obvious reason for my support/ rejection is that _____.

Another point I would like to _____ is that _____.

On the other hand, some people may _____, claiming _____. However, _____.

From what has been discussed, I strongly _____, and I believe that more people will support my standpoint after I make these arguments.

Additional Materials

Expressing support:

I agree with the idea that...

I am for the idea that...

I think it is a good idea to...

I consider it reasonable to...

I am in favor of...

I approve of the idea that...

Speaking against:

I disagree with the idea that...

I would not like to give my support to the idea that...

I don't think that it is a good idea to...

I am opposed to the idea that...

I don't think it is suitable to...

I am against the idea that...

I disapprove of the idea that...