

## Market Leader Intermediate Assignment 5.2

Pages 46 - 48

### Reading – Parts B, D & E

Read the article and complete the exercise in Part B, C and E. Highlight any of the questions that you are unsure about so that your teacher can quickly help you understand them in class. Then answer the following questions and be ready to discuss them in class.

- Do you think that using viral advertising strategies and publicity stunts that cause word-of-mouth are more effective than traditional forms of direct advertising?
- What are successful ways that you have seen companies try to make their product stand out?
- Look at the three publicity stunts below, and try to use the vocabulary on Page 45 – Part G to express your opinions about each strategy. Do you think this would be successful in your neighborhood?



The World Wildlife Fund filled a famous New York fountain with floating panda balloons to spread awareness.



A city gym hired five men to run around the downtown in superhero outfits with the gym name printed on their backs.



A Korean soju company used chalk art in busy streets to launch its new product.

### Listening – Parts A - D

Use the audio files to complete the listening exercises. Highlight any of the questions that you are unsure about so that your teacher can quickly help you understand them in class.

### Language Review – Parts C – D

Skip parts A & B and complete the grammar exercises in parts C & D only.

Highlight any of the questions that you are unsure about so that your teacher can quickly help you understand them in class.

