

12.5 Listening for pleasure

Scent branding

- 1 Match words and phrases 1-8 to a-h to make eight popular smells.



- | | |
|------------------|--------------|
| 1 freshly baked | a firewood |
| 2 clean | b coffee |
| 3 freshly cut | c flowers |
| 4 a bunch of | d after rain |
| 5 freshly ground | e bread |
| 6 fresh air | f grass |
| 7 fish and | g chips |
| 8 burning | h sheets |

- 2 Read the dictionary definitions and choose the correct option to complete the statement below.

scent /sent/ *noun* 1 [C,U] a pleasant smell: *This flower has no scent.*

brand /brænd/ *noun* 1 [C] the name of a product that is made by a particular company: *a well-known brand of coffee*

Scent branding is ...

- a advertising perfumes.
- b using a specific smell to advertise a company.
- c adding chemicals to products to make them smell better.

- 3 12.4))) Listen to a presentation about scent branding.

- 4 Complete the summary below with the words and phrases in the box.

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Anna Denman, from Scenting Inc, ¹ talked about scent branding, which is a way of marketing that uses the customers' sense of smell to help them ² _____ a product or a company. She said that we remember 35% of what we smell, but only 5% of what we see, 2% of what we hear and 1% of what we touch. She ³ _____ us that her company provides equipment that pumps different smells into the air in shops. Ms Denman then ⁴ _____ that companies can choose a scent from their database, which has thousands of different options, or Scenting Inc can develop a specific smell for individual companies, called a 'signature scent'. She ⁵ _____ to ⁶ _____ us that this is used in shops and in a variety of products, such as candles, diffusers and beauty products. It can also be used in cards sent by mail or advertisements in magazines. Finally, she ⁷ _____ us a demonstration of the different packages available. It was a very informative ⁸ _____.

- 5 Would you use scent branding if you had a company of your own? Why/Why not?

Review: Units 11 and 12

Grammar

- Report the sentences.
 - 'I want to work in an advertising agency.'
Tim told me that he wanted to work in an advertising agency.
 - 'I worked on a really exciting advertising campaign last year.'
Paula said that she _____
 - 'We're hoping to start a new company next year.'
The managing director told us that they _____
 - 'How many employees do you have in your company?'
The tax inspector asked me _____
 - 'Do you do any market research before launching a new product?'
Theo asked us _____
 - 'What are you doing tomorrow?'
Tomas asked me _____
- Complete the text with the correct form of the words in brackets. Use *would* or *should* if necessary.



Have you ever regretted downloading a file from a site that you didn't know much about? I have. And I ¹ should have known (know) better. I ² _____ (not trust) a website that I knew so little about. In fact, when I clicked on the download icon, my internet service provider asked if I ³ _____ (want) to continue. That was where I went wrong. I ⁴ _____ (cancel) the download immediately.

Now, I have a virus which is affecting some of my programs. I contacted my internet service provider, who, naturally, asked if I ⁵ _____ (install) up-to-date antivirus software. I said no. This was really something that I ⁶ _____ (do). It is also true that if I ⁷ _____ (make) a backup, it ⁸ _____ (not be) so bad. In the end, I had to shut down my system and take my PC to a specialist shop. I'm still waiting to see if they can repair the problem or if I have lost all my files.

Vocabulary

- Choose the correct words to complete the sentences.
 - The *thief* / victim / *outlaw* of a violent attack has just left hospital.
 - A bank *robber* / *thief* / *burglar* has left the country with over a million dollars.
 - The police have *arrested* / *suspected* / *escaped* a violent criminal and taken him to prison.
 - A gang of criminals have *sentenced* / *stolen* / *robbed* every shop in the high street.
 - Arthur Graham was sentenced *in* / *for* / *to* ten years in prison after being found guilty.
- Match the two halves of the sentences.
 - Claire was very persuasive – she brought everybody c
 - The sales executive convinced us _____
 - I have to say that she really won us _____
 - Dani is successful and very good at getting _____
 - I just didn't agree – I didn't really see things _____
 - Stephanie managed to overcome _____
 - over with her knowledge of the subject.
 - her way at all.
 - round to her way of thinking.
 - all the objections to her plan.
 - her own way on most things.
 - to buy her product.

Speaking

- Complete the sentences by adding the words in brackets in the correct position.
 - Could we move ^{on} / now, please? (on)
 - You admit this one looks much better. (must)
 - Are there other suggestions? (any)
 - That's what I was planning! (just)
 - I agree to a point. (up)
 - I couldn't more. (agree)