

1. OUP International Express, Upper Intermediate, U8 Vocabulary [extracts]

Multisensory advertising

There is a billboard on Highway 150 in N Carolina, USA, which looks like a giant piece of steak on a fork. [...] A fan underneath the billboard blows the smell of barbequed steak in the direction of the motorists passing by. The idea is to appeal to not just one sense but two. [...] This 'multisensory approach', which can include taste, smell and sound, improves brand recognition and in doing so increases customer demand. One of the other advantages of this kind of approach is that the experience for the customer is more memorable and they are more likely to tell their friends and in this way help to promote the brand.



Match a word on the left with its collocations on the right.

- | | |
|--------------------|---|
| 1. advertising ... | a. ... loyalty / awareness / management |
| 2. product ... | b. ... launch / base / life cycle |
| 3. brand ... | c. ... strategy / slogan / campaign |

Choose the correct word to complete each sentence.

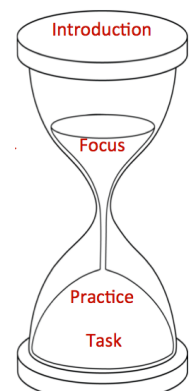
- We spent a lot on advertising to create good brand (*marketing / behaviour / awareness*).
- The advertising (*strategy / slogan / campaign*) read 'Eat fine food, help my mood'.

TASK Think of an advert you think is effective. Tell your partner why you think it's good. They will challenge your view, and explain why they think the opposite! Use as many advertising words and phrases as you can!

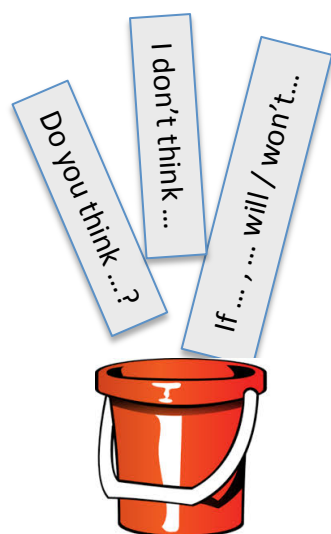


Helping adult learners clear the next hurdle:

- Engaging topics
- Chunks, phrases
- Safe & free practice
- Relevant & usable language
- Visible progress, evaluation



In the future, I don't think anyone will go to classes at college or university. More and more people will study online. It's cheaper, and you can study when and where you like.



2. OUP International Express, Pre-Intermediate, U10 Grammar [extracts]

Complete the gaps.

1. I _____ most shops _____ disappear.
2. _____ there's a safer system, people _____ stop using cash.
3. _____ more people will use this sort of system?

Focus (Review)

We use *I think + will* to make a prediction.

We use *I don't think + will* to make a negative prediction, e.g. *I don't think clothes shops will disappear.*

The **Zero Conditional** form is *if + Present Simple, Present Simple*, e.g. *If I'm too tired, I don't work well.*

Spot the mistake !

1. If you will lose an e-reader, you can reload your books onto a new one.
2. I think Universities won't stop teaching face-to-face.

Make questions, then ask and answer in pairs.

1. One day / computers / be smarter than humans?
2. Most cars / be electric / 20 years' time?

TASK Work in pairs. Choose one of the issues below. What will happen in the future? Why? What facts do you know? Write down your ideas. Then discuss them with your partner, using phrases from the bucket!

CARS

COMPUTERS

MEDICINE



3. OUP International Express, Pre-Intermediate, U10 Video, Selexyz [extracts]

Match the words with their definitions:

- a. design (n) b. browse (vb)
- look at a lot of things in a shop _____
 - the arrangement of the parts and features of sth _____

References

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