**Assessment Task for Listening & Integrated Skills**

**Topic: Advertising**

***Data File***

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*Data File 1*

**Note sheet for Tasks 1-3**

Please write your notes of Tasks 1-3 here.

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Task 1 Notes, rough draft of the profiles**  Profile 1   |  | | --- | | Name:  Company name:  Type of business:  Location: | | Service given: | | Signs of success: | | Quotation: |   Profile 2   |  | | --- | | Name:  Company name:  Type of business:  Location: | | Service given: | | Signs of success: | | Quotation: |   Profile 3   |  | | --- | | Name:  Company name:  Type of business:  Location: | | Service given: | | Signs of success: | | Quotation: |   Profile 4   |  | | --- | | Name:  Company name:  Type of business:  Location: | | Service given: | | Signs of success: | | Quotation: |   **Task 2 Notes**   |  | | --- | | Name of customer:  Details of business:  Role of Adz4u:  Success:  Quote: |   **Task 3 Notes for speech**   |  | | --- | | What advertising is criticised for:  Good points about advertising plus examples of some:  Arguments against common criticisms and misunderstandings of advertising: | |

*Data File 2*

**Email with instructions from Mr Kwan on jobs for Jess to do**

|  |
| --- |
| Dear Jess,  Thanks for all your good work recently.  This email is to prepare you for tomorrow morning’s meeting. Miss Tam and I will be asking you to do three things.  **Happy Customer Profiles A**  This is a new idea for our website. I have got permission from a number of our customers to put some information about them and their relationship with us on our website to encourage new customers. I have prepared a table for this and want you to put together the information needed to complete the first four profiles. Some of it is in the file I will give you and some Miss Tam and I will tell orally.  **Happy Customer Profiles B**  Another way of giving the information about happy customers would be to write a short article about each. So I’d like you to try to do this for a fifth customer.   * The article will need a title and must not be more than 120 words. * Make sure the customer’s name and that of their business appear somewhere in the article. * Go straight to the point and start with a sentence about the person and why they contacted us. * Say what we did. * Give a quote from them which praises us. * Give some evidence of the good work we did. * Write a closing sentence encouraging website visitors to want our help.   **Short speech defending advertising**  Miss Tam has agreed to give a talk at a school and I’d like you to prepare it for her.   * You should start by saying what advertising is criticised for. * Say it has a positive side too. * List the good points about advertising. * Argue against some common misunderstandings about advertising. * End with a good closing line.   You’ll have to say things very briefly as the speech cannot last for more than a couple of minutes so it must be no more than 200 words long.  We will tell you more at the meeting.  Thanks again for the good work. |

**Folder for profiles**

*Data File 3*

**Home of the Organic sales figures**

|  |  |  |  |
| --- | --- | --- | --- |
|  | Year before using  Adz4u | First year after using Adz4u | Second year after using Adz4u |
| Pastry sales | 39,792 | 81,421 | 113,820 |
| Lunch pack sales | 23,872 | 47,005 | 67,208 |
| Takings (HK$) | 1,676,000 | 3,353,155 | 4,695,000 |

Just look – the figures are 100% up the first year and roughly 40% the next!

*Data File 4*

**Email message to Adz4U from Home of the Organic**

Dear Mr Kwan,

Thank you very much for the Annual Assessment Report received this morning. I shall be reading it with great care later but have already glanced over it and I do agree that catering events with sandwiches could be a good next step. The other ideas will need more study. Your advice has given my business new life and direction. I am also working on new flavours for our pastries. Green tea seems to be very popular and we are almost ready with a tasty version. I’d be very interested in your opinion on this.

Regards, ZR

*Data File 5*

**Ricebowl Restaurant Review website printout**

Name: Table Manners

Overall rating: \*\*\*\*\*

Sample Reviews

|  |
| --- |
| Superb menu and wine list. I adored the duck in orange sauce and the cheese board at the end was one of the best I have ever seen in a restaurant. \*\*\*\*\* |
| We were not very impressed with the décor- the table clothes are a horrid colour and the lighting strange. I ordered my steak to be medium but frankly it was well-done, but my wife’s salmon was very tasty and we cannot praise the dessert trolley sufficiently. \*\*\*\* |
| The owner of the restaurant came to discuss our choices with us and gave us excellent advice on what was best that night. One rarely meets with such service in a moderately priced restaurant such as this. One feels the food is cooked with love. \*\*\*\*\* |
| Someone has clearly put a lot of thought into what people want from a restaurant like this in this area. The planning also shows in the details of uniforms, menus and tableware. We have become regular diners here and there are a surprising number of interesting promotions. There are tiny things we would like to see improved, but perfection is a lot to ask of anyone! \*\*\*\* ½ |

Key: \*- poor; \*\*-ordinary; \*\*\*-nice; \*\*\*\* good, recommended; \*\*\*\*\* excellent, highly recommended

*Data File 6*

**Prize certificate**

|  |
| --- |
| Northern Plaza  Annual Award  Prize certificate for Table Manners  A business which makes our plaza a better place. |

*Data File 7*

**Greetings card**

|  |  |
| --- | --- |
| **Merry Christmas**  **And a**  **Happy New year!** | Dear staff at Adz4U  Come and have a free meal some time. You really deserve it for all the good advice and brilliant ideas that helped to promote our restaurant!  From all of us at Table Manners |

*Data File 8*

**Letter from customer with enclosed table**

|  |
| --- |
| Kozy Kennels Tel: 2792 3456  34, Marine Driveway  Saikung  3rd November  Dear Mr Kwan,  It was a pleasure to get your letter. Many thanks for your interest. I certainly have no objection to your using Kozy Kennels for your website. Though I am not sure whether we are a successful company as yet- though that is in no way your fault. I wish we could have afforded more than the Start-Up package, but as you know our opening budget was pretty thin. Your suggestions allowed us to get noticed by our target customers, quickly, effectively and cheaply. Thank you. We also seem to be pleasing our customers, both dogs and owners, but there are many problems I have yet sorted out and as you can see from the tables I enclose for your interest, profits are disappointing. One problem is we can only base a dog kennels out in the countryside, but it means people expect us to run a collection and return service. This is time-consuming and expensive.  Anyway I did not mean to burden you with my troubles! Please give Miss Tam my regards. I hope the advertising is booming!  Yours sincerely,  Derek Ho |

**Table on Kozy Kennels**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Feb** | **Mar** | **Apr** | **May** | **Jun** | **Jul** | **Aug** | **Sep** | **Oct** |
| No. of dog nights | 720 | 840 | 950 | 980 | 1130 | 1300 | 1350 | 980 | 1080 |
| Income ($) | 219,000 | 256,500 | 294,000 | 305,670 | 341,230 | 455,000 | 467,500 | 303,700 | 357,200 |
| Expenses ($) | 350,000 | 220,000 | 210,000 | 290,000 | 339,000 | 350,600 | 400,000 | 312,000 | 316,000 |

*Data File 9*

**Interview with a business owner**

|  |
| --- |
| She Sells Shoes by the Seaside  It was a beautiful sunny afternoon when I drove to the Southern District of Hong Kong to see a shop I had been hearing a lot of from friends. The sea sparkled as I reached my destination, parked surprisingly easily and walked into an elegant shop with the interesting name Passion for Shoes. I was met by the equally elegant owner, Madam Bernadette Dupay. Bernadette, as she told me to call her is the offspring of a French father and Belgian mother. She grew up between Paris and Hong Kong, has a degree in Fine Arts and has, as she told me, a passion for dressing well, particularly when it comes to footwear.  Passion for Shoes is doing extremely well. Bernadette makes a habit of getting to know her customers well and to understand what pleases them. “I spend a lot of time looking through magazines and catalogues and often when I see a certain shoe a name pops straight into my mind of a customer who would love the shoe and wear it with distinction. So I obtain a pair and then call them to come over. I am rarely wrong,” Bernadette tells me with a smile.  I ask her who is responsible for the success of her shop. She refers again to her taste and knowledge of her customers, and the support of her husband, a lawyer. She acknowledges some others too. “Our advertising consultants gave us superb advice. And a marvellous estate agent managed to find these premises for me. They are perfect. But above all my success comes from my customers, their understanding of fashion and desire to look beautiful.”  As I drive off I feel I understand why Passion for Shoes is being talked off with such high regard and is on Hong Kong Shopping Weekly’s list of the top ten shoe shops in the SAR. |

*Data File 10*

**Receipt**

|  |
| --- |
| **Adz4u Co Ltd** Official Receipt  Received from Passion for Shoes Ltd  The sum of thirty thousand dollars  In part payment for Image advice package  Pat Leung  Accounts |

*Data File 11*

**Excerpt from a magazine**

|  |
| --- |
| East Fashion Magazine  The year’s awards  Nominations  Best new products: Gina’s Boutique, Harrow Tailors, Passion for Shoes  Best Shop Design: Clothes Clothes Clothes, Gucci, Aiko’s Boutique  Best Location: Passion for Shoes, Ceres & Lang, Excellenza  Best Image: Barrett and Jones; Resphigi’s, Passion for Shoes |

**File for speech defending advertising**

*Data File 12*

**Cutting from an advertising industry magazine**

|  |
| --- |
| The Benefit of Advertising  Amrit Ghosh travelled India researching herbal beauty secrets. Among a lot that did not work or were rather ordinary, he found some treatments of great value. He developed a range of luxury products and became expert in various massage techniques. He opened a shop on the 14th floor of a Tsim Sha Tsui building and waited. He had a wonderful product and offered a great service, but he had no customers. Why? For the simple reason no one knew he was there. He was a great beautician but a poor business man. He wasted weeks until he went to an advertising company. They drew up an advertising plan for him and implemented it in record time and soon customers were arriving at his shop. Advertising saved Amrit’s life, or, at the very least, his business.  Jess, use the underlined argument as an introduction to the list of good points about advertising. Don’t use this story or example, but make the same point about the reason for going to an advertising company in general terms. |

*Data File 13*

**Extract from an economics textbook**

|  |
| --- |
| In economics, *competition* is when two or more people or organisations offer a service or product and so struggle to be the more attractive to customers. In some circumstances, competition can lead to a waste of resources, but such cases are rare. More usually competition results in such benefits as lower prices, particularly where information on competing goods and services is easily available to consumers through such means as advertising.  Yet people accuse advertising of putting up prices! |

*Data File 14*

**Newspaper cutting**

|  |
| --- |
| Prestigious Art Prize goes to Hong Kong Artist  Joshua Sung is this year’s winner of the Van Gogh Award for Art and Design. The judges cited the artist’s design of the entrance hall of the new Berlin Airport, his series of paintings Imagination Squared I-XXIV, and his designs for the new Brazilian Senate House.  Joshua Sung studied art at the HK Polytechnic University and then at London’s Royal College of Art. In an interview earlier this year, Mr Sung, who also revealed his ambition to travel the length of the River Nile by canoe, said that that the greatest influences on his art apart from the modern masters such as Picasso, had been advertising and cartoons such as The Simpsons. “In the past advertisers used the work of famous artists to get their ideas, but I think now it works the other way and advertising gives ideas to artists for serious artwork,” said Mr Sung.  The prize will be presented at a ceremony in Brussels later this year. The award is worth three hundred thousand euros. |

*Data File 15*

**Letter to the editor (from the South China Herald)**

|  |
| --- |
| Dear Sir,  I write in reply to Amy Leung’s letter (Harming Our Young People) blaming advertising for encouraging people to buy things they don’t need and in general controlling the way the young think.  I think Ms Leung has things the wrong way round. Advertisers want to attract people so they look for things which already interest them. Advertisers follow fashions; they do not make them. Advertisers use popular culture; they do not control people’s interests and likes.  If things worked the way Ms Leung thinks, advertisers would put unknown people into adverts and they would become stars, but that’s not how it works- advertisers ask themselves who are popular among their target audience and then try to get them to be in their ads. Ads don’t sell David Beckham, Yao Ming, or Novak Djokovic, but they sell products.  Please stop blaming advertising for everything you don’t like!  Richard Pang  Use the criticism about buying things we don’t need for the introduction. The point about control and the writer’s point against it can then be used for the arguments against common misunderstandings. |

**THIS IS THE END OF THE DATA FILE**

**Annotated Data File**

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*Data File 1*

**Note sheet for Tasks 1-3**

Please write your notes of Tasks 1-3 here.

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Task 1 Notes, rough draft of the profiles**  Profile 1   |  | | --- | | Name:  Company name:  Type of business:  Location: | | Service given: | | Signs of success: | | Quotation: |   Profile 2   |  | | --- | | Name:  Company name:  Type of business:  Location: | | Service given: | | Signs of success: | | Quotation: |   Profile 3   |  | | --- | | Name:  Company name:  Type of business:  Location: | | Service given: | | Signs of success: | | Quotation: |   Profile 4   |  | | --- | | Name:  Company name:  Type of business:  Location: | | Service given: | | Signs of success: | | Quotation: |   **Task 2 Notes**   |  | | --- | | Name of customer:  Details of business:  Role of Adz4u:  Success:  Quote: |   **Task 3 Notes for speech**   |  | | --- | | What advertising is criticised for:  Good points about advertising plus examples of some:  Arguments against common criticisms and misunderstandings of advertising: | |

*Data File 2*

**Email with instructions from Mr Kwan on jobs for Jess to do**

|  |  |
| --- | --- |
| Dear Jess,  Thanks for all your good work recently.  This email is to prepare you for tomorrow morning’s meeting. Miss Tam and I will be asking you to do three things.  **Happy Customer Profiles A**  This is a new idea for our website. I have got permission from a number of our customers to put some information about them and their relationship with us on our website to encourage new customers. I have prepared a table for this and want you to put together the information needed to complete the first four profiles. Some of it is in the file I will give you and some Miss Tam and I will tell orally.  **Happy Customer Profiles B**  Another way of giving the information about happy customers would be to write a short article about each. So I’d like you to try to do this for a fifth customer.   * The article will need a title and must not be more than 120 words. * Make sure the customer’s name and that of their business appear somewhere in the article. * Go straight to the point and start with a sentence about the person and why they contacted us. * Say what we did. * Give a quote from them which praises us. * Give some evidence of the good work we did. * Write a closing sentence encouraging website visitors to want our help.   **Short speech defending advertising**  Miss Tam has agreed to give a talk at a school and I’d like you to prepare it for her.   * You should start by saying what advertising is criticised for. * Say it has a positive side too. * List the good points about advertising. * Argue against some common misunderstandings about advertising. * End with a good closing line.   You’ll have to say things very briefly as the speech cannot last for more than a couple of minutes so it must be no more than 200 words long.  We will tell you more at the meeting.  Thanks again for the good work. | ***Task 3 – Point 4*** |

**Folder for profiles**

*Data File 3*

**Home of the Organic sales figures**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Year before using  Adz4u | First year after using Adz4u | Second year after using Adz4u |  |
| Pastry sales | 39,792 | 81,421 | 113,820 |  |
| Lunch pack sales | 23,872 | 47,005 | 67,208 |  |
| Takings (HK$) | 1,676,000 | 3,353,155 | 4,695,000 | ***Task 1, Profile 1 – Signs of success*** |

Just look – the figures are 100% up the first year and roughly 40% the next!

*Data File 4*

**Email message to Adz4U from Home of the Organic**

|  |  |
| --- | --- |
| Dear Mr Kwan,  Thank you very much for the Annual Assessment Report received this morning. I shall be reading it with great care later but have already glanced over it and I do agree that catering events with sandwiches could be a good next step. The other ideas will need more study. Your advice has given my business new life and direction. I am also working on new flavours for our pastries. Green tea seems to be very popular and we are almost ready with a tasty version. I’d be very interested in your opinion on this. Regards, ZR | ***Task 1, Profile 1 – Quotation*** |

*Data File 5*

|  |  |
| --- | --- |
| **Ricebowl Restaurant Review website printout**  Name: Table Manners  Overall rating: \*\*\*\*\*  Sample Reviews | ***Task 1, Profile 2 – Signs of success*** |
| Superb menu and wine list. I adored the duck in orange sauce and the cheese board at the end was one of the best I have ever seen in a restaurant. \*\*\*\*\* |  |
| We were not very impressed with the décor- the table clothes are a horrid colour and the lighting strange. I ordered my steak to be medium but frankly it was well-done, but my wife’s salmon was very tasty and we cannot praise the dessert trolley sufficiently. \*\*\*\* |  |
| The owner of the restaurant came to discuss our choices with us and gave us excellent advice on what was best that night. One rarely meets with such service in a moderately priced restaurant such as this. One feels the food is cooked with love. \*\*\*\*\* |  |
| Someone has clearly put a lot of thought into what people want from a restaurant like this in this area. The planning also shows in the details of uniforms, menus and tableware. We have become regular diners here and there are a surprising number of interesting promotions. There are tiny things we would like to see improved, but perfection is a lot to ask of anyone! \*\*\*\* ½ |  |

Key: \*- poor; \*\*-ordinary; \*\*\*-nice; \*\*\*\* good, recommended; \*\*\*\*\* excellent, highly recommended

*Data File 6*

**Prize certificate**

|  |  |
| --- | --- |
| Northern Plaza  Annual Award  Prize certificate for Table Manners  A business which makes our plaza a better place. | ***Task 1, Profile 2 – Signs of success*** |

*Data File 7*

**Greetings card**

|  |  |  |
| --- | --- | --- |
| **Merry Christmas**  **And a**  **Happy New year!** | Dear staff at Adz4U  Come and have a free meal some time. You really deserve it for all the good advice and brilliant ideas that helped to promote our restaurant!  From all of us at Table Manners | ***Task 1, Profile 2***  ***– Quotation*** |

*Data File 8*

**Letter from customer with enclosed table**

|  |  |
| --- | --- |
| Kozy Kennels Tel: 2792 3456  34, Marine Driveway  Saikung  3rd November  Dear Mr Kwan,  It was a pleasure to get your letter. Many thanks for your interest. I certainly have no objection to your using Kozy Kennels for your website. Though I am not sure whether we are a successful company as yet- though that is in no way your fault. I wish we could have afforded more than the Start-Up package, but as you know our opening budget was pretty thin. Your suggestions allowed us to get noticed by our target customers, quickly, effectively and cheaply. Thank you. We also seem to be pleasing our customers, both dogs and owners, but there are many problems I have yet sorted out and as you can see from the tables I enclose for your interest, profits are disappointing. One problem is we can only base our dog kennels out in the countryside, but it means people expect us to run a collection and return service. This is time-consuming and expensive.  Anyway I did not mean to burden you with my troubles! Please give Miss Tam my regards. I hope the advertising is booming!  Yours sincerely,  Derek Ho | ***Task 1, Profile 3 – Company name &***  ***Location***  ***Task 1, Profile 3 – Service given &***  ***Quotation***  ***Task 1, Profile 3 – Type of business***  ***Task 1, Profile 3 – Name*** |

**Table on Kozy Kennels**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Feb** | **Mar** | **Apr** | **May** | **Jun** | **Jul** | **Aug** | **Sep** | **Oct** | ***Task 1,*** |
| No. of dog nights | 720 | 840 | 950 | 980 | 1130 | 1300 | 1350 | 980 | 1080 | ***Profile 3 –*** |
| Income ($) | 219,000 | 256,500 | 294,000 | 305,670 | 341,230 | 455,000 | 467,500 | 303,700 | 357,200 | ***Signs of success*** |
| Expenses ($) | 350,000 | 220,000 | 210,000 | 290,000 | 339,000 | 350,600 | 400,000 | 312,000 | 316,000 |  |

*Data File 9*

**Interview with a business owner**

|  |  |
| --- | --- |
| She Sells Shoes by the Seaside  It was a beautiful sunny afternoon when I drove to the Southern District of Hong Kong to see a shop I had been hearing a lot of from friends. The sea sparkled as I reached my destination, parked surprisingly easily and walked into an elegant shop with the interesting name Passion for Shoes. I was met by the equally elegant owner, Madam Bernadette Dupay. Bernadette, as she told me to call her is the offspring of a French father and Belgian mother. She grew up between Paris and Hong Kong, has a degree in Fine Arts and has, as she told me, a passion for dressing well, particularly when it comes to footwear.  Passion for Shoes is doing extremely well. Bernadette makes a habit of getting to know her customers well and to understand what pleases them. “I spend a lot of time looking through magazines and catalogues and often when I see a certain shoe a name pops straight into my mind of a customer who would love the shoe and wear it with distinction. So I obtain a pair and then call them to come over. I am rarely wrong,” Bernadette tells me with a smile.  I ask her who is responsible for the success of her shop. She refers again to her taste and knowledge of her customers, and the support of her husband, a lawyer. She acknowledges some others too. “Our advertising consultants gave us superb advice. And a marvellous estate agent managed to find these premises for me. They are perfect. But above all my success comes from my customers, their understanding of fashion and desire to look beautiful.”  As I drive off I feel I understand why Passion for Shoes is being talked off with such high regard and is on Hong Kong Shopping Weekly’s list of the top ten shoe shops in the SAR. | ***Task 1, Profile 4 – Name***  ***Task 1, Profile 4 – Company name***  ***Task 1, Profile 4 – Quotation***  ***Task 1, Profile 4 -- Signs of success*** |

*Data File 10*

**Receipt**

|  |  |
| --- | --- |
| **Adz4u Co Ltd** Official Receipt  Received from Passion for Shoes Ltd  The sum of thirty thousand dollars  In part payment for Image advice package  Pat Leung  Accounts | ***Task 1, Profile 4 – Service given*** |

*Data File 11*

**Excerpt from a magazine**

|  |  |
| --- | --- |
| East Fashion Magazine  The year’s awards  Nominations  Best new products: Gina’s Boutique, Harrow Tailors, Passion for Shoes  Best Shop Design: Clothes Clothes Clothes, Gucci, Aiko’s Boutique  Best Location: Passion for Shoes, Ceres & Lang, Excellenza  Best Image: Barrett and Jones; Resphigi’s, Passion for Shoes | ***Task 1, Profile 4 – Signs of success*** |

**File for speech defending advertising**

*Data File 12*

**Cutting from an advertising industry magazine**

|  |  |
| --- | --- |
| The Benefit of Advertising  Amrit Ghosh travelled India researching herbal beauty secrets. Among a lot that did not work or were rather ordinary, he found some treatments of great value. He developed a range of luxury products and became expert in various massage techniques. He opened a shop on the 14th floor of a Tsim Sha Tsui building and waited. He had a wonderful product and offered a great service, but he had no customers. Why? For the simple reason no one knew he was there. He was a great beautician but a poor business man. He wasted weeks until he went to an advertising company. They drew up an advertising plan for him and implemented it in record time and soon customers were arriving at his shop. Advertising saved Amrit’s life, or, at the very least, his business.  Jess, use the underlined argument as an introduction to the list of good points about advertising. Don’t use this story or example, but make the same point about the reason for going to an advertising company in general terms. | ***Task 3 –***  ***Points 5-6*** |

*Data File 13*

**Extract from an economics textbook**

|  |  |
| --- | --- |
| In economics, *competition* is when two or more people or organisations offer a service or product and so struggle to be the more attractive to customers. In some circumstances, competition can lead to a waste of resources, but such cases are rare. More usually competition results in such benefits as lower prices, particularly where information on competing goods and services is easily available to consumers through such means as advertising.  Yet people accuse advertising of putting up prices! | ***Task 3 – Points 17 & 18***  ***Task 3 – Point 2*** |

*Data File 14*

**Newspaper cutting**

|  |  |
| --- | --- |
| Prestigious Art Prize goes to Hong Kong Artist  Joshua Sung is this year’s winner of the Van Gogh Award for Art and Design. The judges cited the artist’s design of the entrance hall of the new Berlin Airport, his series of paintings Imagination Squared I-XXIV, and his designs for the new Brazilian Senate House.  Joshua Sung studied art at the HK Polytechnic University and then at London’s Royal College of Art. In an interview earlier this year, Mr Sung, who also revealed his ambition to travel the length of the River Nile by canoe, said that that the greatest influences on his art apart from the modern masters such as Picasso, had been advertising and cartoons such as The Simpsons. “In the past advertisers used the work of famous artists to get their ideas, but I think now it works the other way and advertising gives ideas to artists for serious artwork,” said Mr Sung.  The prize will be presented at a ceremony in Brussels later this year. The award is worth three hundred thousand euros. | ***Task 3 – Point 15*** |

*Data File 15*

**Letter to the editor (from the South China Herald)**

|  |  |
| --- | --- |
| Dear Sir,  I write in reply to Amy Leung’s letter (Harming Our Young People) blaming advertising for encouraging people to buy things they don’t need and in general controlling the way the young think.  I think Ms Leung has things the wrong way round. Advertisers want to attract people so they look for things which already interest them. Advertisers follow fashions; they do not make them. Advertisers use popular culture; they do not control people’s interests and likes.  If things worked the way Ms Leung thinks, advertisers would put unknown people into adverts and they would become stars, but that’s not how it works- advertisers ask themselves who are popular among their target audience and then try to get them to be in their ads. Ads don’t sell David Beckham, Yao Ming, or Novak Djokovic, but they sell products.  Please stop blaming advertising for everything you don’t like!  Richard Pang  Use the criticism about buying things we don’t need for the introduction. The point about control and the writer’s point against it can then be used for the arguments against common misunderstandings. | ***Task 3 – Point 23***  ***Task 3 – Point 24***  ***Task 3 – Point 3*** |

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