**Assessment Task for Speaking**

**Topic: Advertising**

This assessment task focuses on developing senior secondary students’ speaking skills.

This set of materials consists of Question Paper and Suggested Answers.

**Speaking Task: Advertising**

**Part A Group Discussion**

Below is a list of some of the ways used to inform people about and attract them to a new shop.

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| * **Printing and handing out leaflets**
* **Putting up posters, notices and banners**
* **Sending email messages and promoting the shop on social networking sites**
* **Offering a 15% discount for the first few days of being open**
* **Holding an opening party**
* **Paying for advertisements in newspapers and magazines**
* **Advertising on the sides of mini-buses**
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Your group belongs to a youth organisation which among other events holds a number of art and handicraft courses. The club has decided to open a shop to sell items made on these courses (e.g. jewellery, paintings, knitted goods, paper weights, leather items, purses and pottery). You are now discussing how to inform people of the new shop and attract them to visit it.

You may want to talk about:

* the positive points of the methods above
* the negative points of the methods above
* other methods
* anything else you think is important

**Part B Individual Response**

1. What do most shops do to attract customers when they first open?
2. How can small shops keep customers loyal and coming back again and again?
3. What sort of advertising do you pay most attention to?
4. What new shops have you noticed recently?
5. How do you learn about new shops which might be of interest to you?
6. What sort of customers do you think are most likely to be interested in the shop in Part A and how can they be reached and attracted?
7. Do you think a shop like the one described in Part A would be a success?
8. Do you think handing out leaflets in the street should be banned as it causes litter?

**END OF QUESTION PAPER**

**Suggested Ideas for Group Interaction and Individual Response**

**Part A Group Interaction**

|  |  |  |
| --- | --- | --- |
| **Methods** | **Points in favour** | **Points against** |
| Leaflets | * Cheap, reach many people
 | * Many people don’t read them
* Messy
 |
| Posters, etc. | * Can be effective if the shop has a street front
* Cheap
 | * People may not bother to put them up
* Soon covered by other posters
* Hard to find places for display
 |
| Emails and social network sites | * Can reach many people.
* Emails cheap/ small charge only for social network advertising
* Can be targeted
* Up-to-date
* Good for image
 | * Many will be treated as spam or remain unread
* Hard to get addresses of suitable people
* Has to compete with many similar businesses
 |
| Opening discount | * Can attract first customers and get things started
 | * Reduces profit
* Must find ways to tell people of the discount
 |
| Opening party | * Fun
* Looks nice on a website, social network page, etc.
* Builds good relationships
 | * Not many can come
* Not cheap
* Unlikely to get press coverage
 |
| Print advertisements | * Large audience
 | * Costly
 |
| Mini-bus ads | * Can reach the right area
 | * Cannot give much detail as they pass through traffic
 |
| Other methods | * Getting reviewed in magazines
* Having a website
* Giving out free gifts
* Issuing loyalty cards
* Sending out sandwich men
* Asking members to tell all their friends and relatives
* Joining fairs and markets where stalls are available to get better known
* Exploring youth club shops and fund raising activities
 |
| Anything else | * Make sure prices are attractive
* Do some research into how similar shops manage
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**Part B Individual Responses**

1. What do most shops do to attract customers when they first open?

*The first thing they do is try to catch people’s attention before they open. While the shop is being prepared they put up posters saying things like Watch this space, Great new shoe shop coming and so on. Then they have a party on the day they open so everyone notices all the flowers on the street. If it’s a famous shop they may have stars, but small shops just invite friends and other shop owners. It is more difficult if the shop is on a higher floor- then they may try giving out leaflets- sometimes even outside schools if they think teens might be customers. A new shop can also try to attract customers by offering special opening discounts. I think Hong Kong people talk a lot about shopping so if your shop is good, one person will soon tell lots of others and the shop can get known on facebook or you-tube.*

1. How can small shops keep customers loyal and coming back again and again?

*I think the most important thing is to sell something that people like. And then you need to keep on bringing in new things so it is always worth going to the shop to see what’s new. If the stock is always the same, it is boring and shoppers will look elsewhere. Thirdly, the service should be good. If it’s a small shop, the owner should chat to the customers and get to know what they like- then she can show them the right goods and persuade them to buy them. If it’s a big shop, the sales staff can be trained to be friendly and helpful too. Fourth are all the special promotions and sales. Of course, they please people but I think the things I have mentioned first are even more important: interesting goods people want, frequent restocking and a pleasant atmosphere are the most important things for success.*

1. What sort of advertising do you pay most attention to?

*I want to say I don’t pay much attention to advertisements, but I suppose that simply isn’t true- advertisers are too clever for that and their ads get into our heads even when we aren’t paying much attention. I guess ads on buses and the MTR have an effect on me. I do spend quite a lot of time travelling every day and I do watch the screen on the bus, stare at the ads as I go up and down the MTR escalators and notice all the ads along the tunnels as I wait for a train. Then there’s the radio- advertising jingles often stay in my head all day so they must be influencing me. But the ads which I pay most attention to are the ones I look for. I go to various websites for my hobbies and interests to find out what is new and then I might want to buy a CD, see a film, get some new software or something like that.*

1. What new shops have you noticed recently?

*Wow, it’s hard to keep up. Shops round Hong Kong seem to appear and disappear overnight. Let me think- near the bus-stop I use a new bakery and cake shop has just opened- I think they do a lot of different types of cheesecake as their big thing. Oh and there was a new hairdresser’s last month across the road from that. Near my home I can think of a big new bargain shop- you know one of those places that seem to sell anything and everything so that one day they have hundreds of bottles of shampoo at a really good price, and the next piles of rubber flip-flops. My mum loves that type of shop- she really likes a bargain and will sometimes buy things she doesn’t really need because they are such good value. New tea and coffee shops also seem to be a trend- I notice new ones all the time. They seem busy but they cannot make much profit just on glasses of iced tea. A last new shop I have noticed and been in is a pancake house near my school- a very small place but the pancakes are very good indeed. I think that shop’ll be a success.*

1. How do you learn about new shops which might be of interest to you?

*Mainly from my friends. As soon as any of us finds a new shop, perhaps hidden way in a small shopping plaza, we send out a text message spreading the information. Of course, businesses have to advertise because if they want tourists to come to their shop they have to make sure they’ve heard of it from a free newspaper or magazine or leaflet, but word of mouth is the most important thing among Hong Kong customers. Some websites are important too- my Dad loves food and he spends lots of time looking at* [*www.openrice.com*](http://www.openrice.com) *to make sure he knows all about the latest places and what their best dishes are. Then there’re magazines- my sister, Mum and I buy a few a week and we go through the adverts very carefully to see what new shops there are near us and what new products have come out. I think those are the main ways I hear about new shops.*

1. What sort of customers do you think are most likely to be interested in the shop in Part A and how can they be reached and attracted?

*First of all I think they should tell all their members and the people doing the courses to visit the shop and buy things and tell their family and friends about it. That’s an obvious group of target customers. Then as most of the things seem arty, I think they should try to get some attention from arts magazines. They could invite the people who publish them to come and have a look and write a short article. I know there are various small arts centres around town too so they should print some leaflets to leave in them. I guess the prices in the shop won’t be too high so that makes the shop right for teenagers. As it’s a youth group the style will also be right for that age group. The best place to find teenagers is in schools- so they should send letters and small posters to art teachers in local schools and ask them to do some advertising for them. If what they sell is good, people will tell friends and they’ll get customers.*

1. Do you think a shop like the one described in Part A would be a success?

*That depends of course on a few factors. First is location- if the shop is hidden away inside a building, it won’t get much attention, but if it’s where lots of people pass, it has a better chance. Second is opening hours- I suppose it’ll be run by members of the club but they’ll have to make sure it’s open when shoppers want it to be. Third is the quality of what they sell- people won’t buy rubbish so they must choose items carefully and ensure good design, nice colour and so on. Perhaps they can aim for the gift market- it’s where you go to find a birthday present for a friend. Fourth is cost- they can’t sell craft items for much. The prices will have to be realistic. Fifth, is the matter of the shop’s expenses. If they are renting it or have big electricity bills, they’ll lose money. If it’s their own place with volunteers as staff, well that won’t be a problem.*

1. Do you think handing out leaflets in the street should be banned as it causes litter?

*Well, I think there are two sides to this. First, it is true that when leaflets are handed out in the street it is environmentally horrible. Most people do not want the leaflets- the people handing them out don’t even look at who they are giving them to. My English teacher from Britain laughed when he was given a leaflet for an English tutorial school. What were the chances of a middle-aged foreign man wanting to attend English classes? Anyway, as a result most people throw the leaflets away immediately. The bad ones drop them as litter on the floor- and the more responsible ones put them in the nearby litter bins which are soon overflowing with the useless leaflets- a terrible waste of paper and a mess for the Urban Services to clear up. Street leaflets are a bad thing. However, does that mean we should ban them? It’s not easy for small businesses to contact people and tell them about their services. The leaflets must do some good or companies would stop spending money on them. I don’t think there’s any way you can make rules saying the people who give them out must clear up the mess. So all in all I think businesses must be allowed the right to advertise in this way. Hong Kong is a business city and we must not harm that.*

**END OF SUGGESTED ANSWERS**