

Marketing Tricks

“Marketers are experts at manipulating us and convincing us to spend more.” They use marketing tricks to influence us.

Discussion questions

1. Read the title of the text. What do you think this text is going to be about?
2. What do you think about advertising? Is that good? Why or why not?
3. Is there a commercial on TV that you like? Why?
4. Do you know any marketing *tricks*?



2. Vocabulary exercises



1. What do you see in these pictures? _____
2. What are your favourite *brands*? Are you *addicted* to them?
3. Do you often *switch* from a brand to another?
4. Are you *immune* to the *advertised* specials? Why?
5. Are you a big *consumer*? Why?

6. If you were a marketer which *trick* would you use to *boost* you sales?
7. How many shoes do you buy *annually*?
8. Are you *enticed* by the smell of baking breads in the *bakeries*?
9. Do you linger a long time in the store?
10. Do you purchase Coke or Pepsi?

3. Reading

Read the text paragraph by paragraph. After reading a paragraph, answer the question related to this paragraph.

Vocabulary and comprehension

1. What brand of shoes are you wearing today? What type of car do you drive? What computer do you use?
2. Who is manipulating us as shoppers? _____
3. Do you shove gift cards in your pocket and forget about them?

4. Are you influenced by multiple unit pricing?

5. In the 5th paragraph, what are two other words that mean "to improve" sales?

6. What do store owners sometimes put in their ventilation systems? _____

7. Do commercials target our emotions? _____

8. Why are we tempted to choose a brand of cola over another?



9. As a consumer, what can you do about marketing manipulation?

10. List the marketing tricks of the text.

Free exchange

Describe the trick you think is the most useful for a marketer. Why?

Final vocabulary review

Are you loyal to your favourite *brands*?

Is it hard for you to *switch* of brands?

Who is *advertising* products?

Is it fair for marketers to use *tricks* to *boost* their sales?

With which word would you replace "*entice*"?

Why do you *purchase* this brand of shoes instead of another?

If you *linger* a long time in a store, will you be tempted to buy more?



MARKETING TRICKS ANSWER KEY

2. Vocabulary exercises

What do you see in this picture? **Brands and coupons**

Reading:

Vocabulary and comprehension

2. Who is manipulating us as shoppers? **Marketer**

4. Are you influenced by multiple unit pricing? **The correct answer should be no. Nobody is immune.**

5. In the 5th paragraph, what are two other words that mean "to improve" sales?

Boosting sales

Increase sales

6. What do store owners sometimes put in their ventilation systems? **Odours**

7. Do commercials target our emotions? **Yes**

8. Why are we tempted to choose a brand of cola over another? **We are tempted to choose Coke over Pepsi because Coca Cola spends a lot more money creating commercials that appeal to the emotions.**

9. As a consumer, what can you do about marketing manipulation? **Be conscious of our environment. Buy one chicken wrap instead of the "two chicken wrap meal". Ask ourselves if we own the products or they own us? Switch brands and try something new.**

10. List the marketing tricks of the text. **Gift cards, multiple unit pricing, quantity limits, odours, appeals to emotion**

Final vocabulary review

Who is *advertising* products? **Marketers**

With which word would you replace "*entice*"? **Attract**