

19.2. Materiál na hodinu

COURSEBOOK, p. 69; READING

1. What kind of image does the name Gucci evoke?
2. How would you define Gucci Group's position on the market?
3. How does Gucci sell its brand of leather goods, shoes, clothes, ties, scarves and jewellery?
4. Which product generates most money in revenue?
5. Who and when started the company?
6. How did he express his understanding of the importance of building a reputation for his brand?
7. What happened after the founder of the company died?
8. How was Audrey Hepburn related to the Gucci Empire in the 1950's?
9. How did Gucci benefit from his own popularity?
10. Gucci's popularity and recognition further increased in the 1980's. T/F
11. In what way did decisions about product distribution affect the company's reputation?
12. How was the company perceived during this period of disagreement?
13. How did the company get out of this crisis?
14. The Gucci brand recognition and visibility recovered but was never restored to the original level. T/F
15. Which two men stood behind this recovery? What exactly did they do?
16. What do these two men have in common?
17. How does the author of the article describe the economic climate of the past few years?
18. How do analysts describe today's Gucci?

COURSEBOOK, p. 68; LISTENING

TASK Complete the gaps with the words and phrases you hear:

The amazing thing about most successful brands is that very little can **1.** _____ once they've become well established and they **2.** _____. I mean, certain big brands have survived scandals about **3.** _____, they've continued to sell even though the sports teams they chose to promote them lost all their matches in one season! But one thing that can *kill* a brand, and particularly a luxury brand, is if it loses its **4.** _____. If you give too many retailers licences and let them sell at the prices **5.** _____ - well, then you're in trouble! You must never **6.** _____.

COURSEBOOK, p. 73; LISTENING, CAREER SKILLS - DEALING WITH PEOPLE AT WORK

TASK Complete the gaps with the words and phrases you hear:

Jack: As you can see from the slide here, we are going to **1.** _____ all our directly operated stores in line with the new brand image of **2.** _____. This will **3.** _____ the media campaigns and should lead to a considerable increase in sales!

Catherine: Yes, it is a good idea, but I **4.** _____ where the budget for this is going to come from.

J: Yes, I was going to come to that. We will of course have to cut the advertising budget, and I feel we should **5.** _____. A better-targeted print campaign supported by the new....

C: Hold on, what do you mean, **6.** _____ the TV campaign? Why didn't you tell me? We did so much research for that, you know, and that campaign will get us extra sales we need. I'm sorry, but I...

J: Look, **7.** _____ - it isn't that your idea is bad, it's just that this is clearly the best way to.....

TASK Complete the sentences with information from the listening exercise:

1. The two areas in which the manager has been involved in are **a)** _____ and **b)** _____.
2. A good corporate and brand image will **a)** _____ and **b)** _____ a company and its products and services from all others.
3. The price is a **a)** _____ in terms of competitors.
4. The brand identity doesn't matter in situations where there are **a)** _____.
5. Companies can check the effectiveness of their corporate brand through **a)** _____ which means **b)** _____ everything the company produces. These should be done every **c)** _____, ideally.
6. Lots of big conglomerates with a variety of brands **a)** _____, while the brands are in the forefront.
7. People are more likely to remember a **a)** _____ than a **b)** _____.
8. When a company is involved in some wrongdoing and their reputation gets tarnished, it will usually **a)** _____.

TASK Complete the gaps with the words you hear:

This is a tricky situation indeed, though not unusual. Managing success in the luxury brand business is almost as difficult as getting to the top in the first place. With the sales of brands like Burberry increasing as they are, **1.** _____ (**3 words**). I mean, look at the CEO at Dior – he **2.** _____ (**4 words**) in six years and that shows it is possible to expand a brand and keep it exclusive.

However, the Burberry case is a little more complicated as some of the new **3.** _____ (**2 words**) are famous for bad and even sometimes dangerous behaviour – a truly complicated dilemma. I think though, I would have to say they should **4.** _____ (**1 word**) the new markets. The increased sales **5.** _____! (**5 words**) And it doesn't look like the alternative markets **6.** _____ (**5 words**). Their website does note its "broad appeal" in its "About us" section, even though it only features people who look very wealthy and conventional. For the moment, they seem to be **7.** _____ (**6 words**) I think they should fully exploit these new market opportunities while they **8.** _____, (**1 word**) but I guess they are too afraid **9.** _____ (**5 words**).