

## Case study

Ali is **doing work experience** in the **marketing department** of a large producer of **convenience foods**. Today Marian, the **marketing manager**, is explaining what the company is doing to support the **launch** of a new **chocolate bar** that is part of their **flagship brand**.

Marian: Today the **agency** will be **presenting the results** of the focus group testing.

Ali: Is this the first time you've had **consumer feedback** in the project?

Marian: Oh no, not at all! They've **been involved** right from the beginning!

Ali: So what research have you done?

Marian: Well, first of all we gathered secondary data to get a detailed **overview of** the market. We **examined** the trends, what the consumers were buying and what new products were **on the market**. We also carefully looked at what our **competitors** were doing, in particular the **key players**, as **competition is fierce**. In fact, the market is already almost **saturated**, so we can't greatly increase **overall sales**. This is why we wanted to find out how we could **expand** our **product portfolio** and increase our **market share**. This is why we also did **initial primary research** to find out what the **consumers** wanted.

Ali: And how did you do that?

Marian: We **set up focus groups** and **devised** some **questions** to find out about their **tastes**.

Ali: Did you do this **in-house**?

Marian: No, we didn't. We **commissioned** a **specialized** market research agency to do this for us. Then we set about drawing up ideas for a few new products. Then we **went back to** the consumers again.

Ali: Why was that?

Marian: Before we started creating the chocolate bars, we wanted to see whether the ideas **met consumers' expectations**. So we did a quantitative survey to find out their reactions and how many people would buy each of the products.

Ali: So what's the focus group testing now?

Marian: Well, after we had the results of the survey, we then created the chocolate bar. We've had **consumer panels** testing different versions of the product and also **packaging designs**.

Ali: I see. And so what happens next?

Marian: We'll have to talk about that later, as the people from the agency have just arrived ...

<p>to do work experience  marketing department  convenience [kən'vi:niənts] foods  marketing manager  launch  to launch a product  chocolate bar  flagship brand</p>	<p>ein Praktikum machen  Marketingabteilung  Fertiggerichte  Marketing Manager(in)  Markteinführung  ein Produkt auf den Markt bringen  Schokoriegel  Stammmarke</p>
<p>agency  to present results  consumer [kən'sju:mə] feedback</p>	<p>Agentur  Ergebnisse präsentieren  Kundenfeedback, Rückmeldungen von Kunden  (an etw.) beteiligt sein</p>
<p>to be involved (in sth)</p>	<p>(an etw.) beteiligt sein</p>
<p>overview of sth  to examine sth  on the market  competitor  the competition  key player  fierce [fiəs] (tough / stiff) competition  saturated  overall sales (pl.)  to expand sth  product portfolio  market share  initial [ɪ'nɪʃəl] primary research  consumer [kən'sju:mə]</p>	<p>Übersicht über etw.  etw. untersuchen  auf dem Markt  Konkurrent(in), Wettbewerber(in)  die Konkurrenz  Hauptkonkurrent(in)  scharfe Konkurrenz  gesättigt  Gesamtabsatz  <i>hier:</i> etw. ausbauen  Produktpalette  Marktanteil  primäre Marktforschung  Verbraucher(in)</p>
<p>to set (set, set) up a focus group  to devise [dɪ'vaɪz] questions  taste  in-house  to commission sth  specialized  to go back to sb</p>	<p>eine Fokusgruppe zusammenstellen  Fragen ausdenken, entwerfen  <i>hier:</i> Vorliebe  betriebsintern  etw. in Auftrag geben  fachbezogen, spezialisiert  zu jmdm. zurückkehren</p>
<p>to meet (met, met) sb's expectations  consumer panel  packaging design</p>	<p>jmds. Erwartungen entsprechen  Verbrauchergruppe  Verpackungsdesign</p>

## 10 Avoiding overused words

As in all languages, in English there are also words which are often overused. Nothing is more boring than reading or hearing “he said” or “nice” all the time. When you are writing an essay or giving a speech or presentation, it is important to vary the words you are using to make what you are saying more interesting. However, do make sure that you use the other words correctly (they might be followed by a different preposition or take an object, etc.)! It is better to have three alternatives that you can use correctly than five or six that you do not feel sure about.

A thesaurus will help you to find alternatives. But remember that the words listed do not all have exactly the same meaning and they are not all used in the same way. Review all the options (look them up in a dictionary to find out their exact meaning if necessary) and then choose the one that fits best.

### ● 1 Study point

Be specific! When you are writing, you first have to think about what you really mean. For example, if you are talking about a film you have seen, instead of saying it was “**interesting**”, think about *why* it was interesting:

Was it a thriller?	→ <b>gripping</b>
Did it make you think?	→ <b>thought-provoking</b>
Was it a love story?	→ <b>romantic</b>
Did it make you laugh?	→ <b>amusing / entertaining</b>
Did the story interest you?	→ <b>fascinating</b>
Did it present the subject in a new way?	→ <b>refreshing</b>
Did it change your attitude?	→ <b>motivating / inspiring</b>

.....  
Did you “like” the film? Or did you **enjoy** it or even **love** it? You could be more precise – maybe you **admired** the acting or perhaps you **appreciated** the special effects.  
.....

Another phrase that should be added to your blacklist is **a lot of** – be more specific! Here are a few alternatives:

Followed by a countable  
noun

**Countless** people

**A great many** people

**A considerable number of**  
people

**A large number of** people

Followed by an uncountable  
noun

**Vast amounts of** money

**A good / great deal of** money

**A considerable amount of**  
money

**A large amount of** money

Note "amount" should only be followed by an uncountable noun!

## ○ 2 Over to you

Put the correct word in the gaps in each of these sentences.

1. I had a **nice** / \_\_\_\_\_ time at Jane's party last night - her friends are really **nice** / \_\_\_\_\_ and the food was **nice** / \_\_\_\_\_, too.

delicious      enjoyable      great

2. We had a really **bad** / \_\_\_\_\_ journey! Jim is a really **bad** / \_\_\_\_\_ driver and we almost had a **bad** / \_\_\_\_\_ accident.

serious      poor      terrible

3. I thought the play was really **good** / \_\_\_\_\_, didn't you? - Yes, I did. The actors were **good** / \_\_\_\_\_, too. But it was also a **good** / \_\_\_\_\_ audience.

superb      talented      appreciative