

Bricks

Subject

Reading



E-BOOK



MP3

Optimal Guides of Building up Knowledge in Various Subjects and Thinking Power

1



Bricks *Subject* **Reading**

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1

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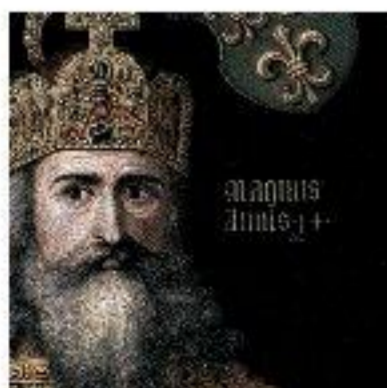


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Battle of the Brands

Before You Read

What was the most striking advertisement you ever saw? Was it attractive enough to make you buy the product?



UNIT 1

A D V E R T I S I N G



available adj.
syn. accessible
 open and ready for use or service

detergent n.
 a cleansing agent that differs from soap

loyal adj.
syn. faithful
 firm in faithfulness or duty

engage in phrasal v.
syn. pursue
 to carry out or participate in an activity

rivalry n.
syn. competition
 the act of competing as for profit or a prize

caption n.
syn. legend
 brief description accompanying an illustration

disguise n.
syn. camouflage
 the act of hiding the identity of something by modifying its appearance

revenge n.
syn. retaliation
 action taken in return for an injury or offense

bully n.
syn. tough
 a cruel and brutal fellow

post v.
 to display in a public place

cheeky adj.
syn. imprudent
 offensively bold

feud n.
syn. dispute
 a prolonged quarrel

charm n.
syn. appeal
 attractiveness that interests or pleases

wittiness n.
syn. humor
 a message whose verbal skill has the power to bring laughter

Go through the passage and highlight 14 words that you have studied.



A Write the correct words in the blanks, using the synonyms as clues.

1 _____ camouflage

2 _____ competition

3 _____ faithful

4 _____ accessible

B Complete the sentences with the words in the box. Change forms if necessary.

detergent

engage

caption

wittiness

revenge

bully

cheeky

feud

1 Companies _____ in an advertising war.

2 The _____ read, "We wish you a scary Halloween!"

3 A little boy got his McDonald's lunch stolen by school _____.

4 McDonald's decided to take _____.

5 Your mother only uses one brand of _____.

6 Battles of brands are actually friendly _____ meant to entertain the customers.

7 It's the charm and _____ that wins over customers.

8 Each side produces their own _____ billboards.



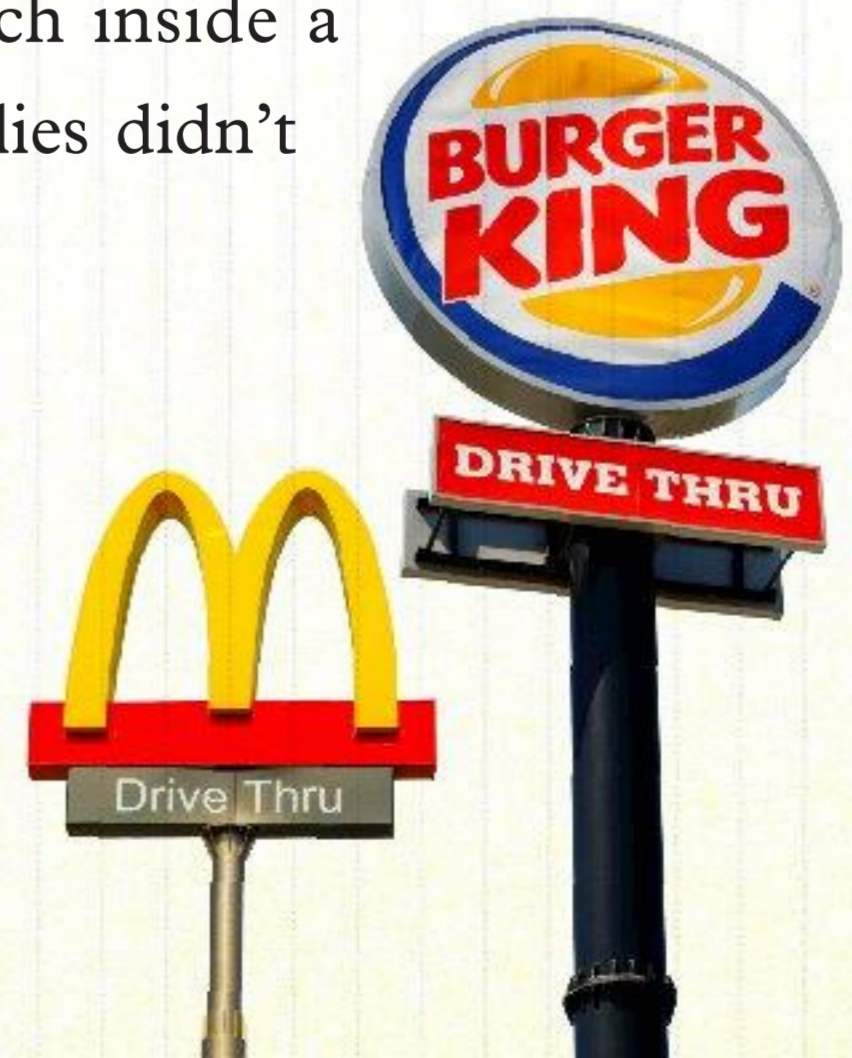
Battle of the Brands

There are many goods available, but people often prefer one or two brands. Maybe you have a friend who only eats KFC burgers, or your mother only uses one brand of detergent. To gain this type of loyal customer, companies engage in an advertising war called the battle of the brands.



An example is the century-old rivalry between Coke and Pepsi. One famous battle involved a Halloween ad designed by Pepsi. It showed a can of Pepsi wearing a Coke “costume.” The caption read, “We wish you a scary Halloween!” Coke responded with the exact same ad but a different caption: “Everybody wants to be a hero.”

There is also the “Burger War” between Burger King and McDonald’s. Burger King’s 2002 ad showed Ronald McDonald in disguise, standing in line to buy a burger. In the ad, even Ronald McDonald preferred the taste of Burger King burgers! McDonald’s decided to take revenge. Their ad showed a little boy getting his McDonald’s lunch stolen by school bullies. The next day, he hid his McDonald’s lunch inside a Burger King bag because even the bullies didn’t want Burger King meals.





Sometimes, fans also get involved in advertisement battles. One day, Audi put up a billboard of their new A4. Below was a line that read, “Your Move, BMW.” Several days later, BMW posted a billboard of their own, with a picture of their M3. Their headline read, “Checkmate.” This began a series of “photoshop battles” within the Internet community, with each side producing their own cheeky billboards.



Audi A4



BMW M3

This type of rivalry is called a “battle,” but they are actually friendly feuds meant to entertain the consumers. It’s the charm and wittiness that wins over customers. This is the power of advertising.

Nike and Adidas, two of the world’s largest sportswear giants, are at the center of brand battles as well. As sponsors for the World Cup, their commercial strategies are especially maximized every four years to make a real impact.

Pop Quiz

According to the 2nd paragraph, Coke used Pepsi’s original ad and changed the caption to make Coke look like _____.

A Write **T_{True}** or **F_{False}** according to the passage.

True or False

- 1 _____ Audi put up a billboard with their newest model to challenge BMW.
- 2 _____ The “Cola Wars” have been ongoing for a hundred years.
- 3 _____ McDonald’s commercial is not related to bullying indeed.

B Choose the best answers.

Understanding Details

- 1 What is the main idea of the passage?
 - a. Brand battles affect sales volume.
 - b. Only major brands get into advertising wars.
 - c. Ads from brand battles attract more attention.
 - d. Rival brands often have billboard battles.
- 2 How did Pepsi start the battle with Coca-Cola?
 - a. Their ad said Pepsi tasted better than Coke.
 - b. Their can had a Coke Halloween “costume.”
 - c. They made their cans similar to the Coke cans.
 - d. They changed the caption on Coke’s ad.
- 3 According to the passage, what did Burger King’s 2002 ad intend to show?
 - a. their new sales promotion events
 - b. their campaign to stop bullying in schools
 - c. their burgers’ great taste that even rivals love
 - d. a day when restaurants cook their best burgers
- 4 What was shown in the McDonald’s TV commercial?
 - a. their mascot returning to McDonald’s in sadness
 - b. a boy hiding his lunch in a Burger King bag
 - c. Ronald McDonald sneaking into Burger King
 - d. bullies stealing a boy’s Burger King lunch bag

- 5** What happened after BMW and Audi's billboard battle?
- One company ended up gaining more fans.
 - One fan filed a lawsuit for copyright violation.
 - The billboard battles caused fights in real life.
 - Fans kept up the battle with photoshopped images.
- 6** What did Coca-Cola mean by "Everybody wants to be a hero"?
- Coke is more popular than Pepsi on Halloweens.
 - People love to dress up as superheroes.
 - They wanted to show their Halloween design.
 - Pepsi's dream to be a hero is not likely to come true.

C Rewrite the sentences, emphasizing the underlined part with the "It~ that" form.

Focus on Sentences

The charm and wittiness wins over customers.

→ **It is** the charm and wittiness **that** wins over customers.

- 1** Alaska became a state of America in 1959.

→ _____

- 2** Obesity is linked to the development of type 2 diabetes.

→ _____
