



# UNIT 4

# ENGLISH FOR BUSINESS

WITH THE INSPIRE ACADEMY

# MARKETING

# PARAPHRASING

## 'PARAPHRASE'

READ THE PARAGRAPH BELOW, THEN ANSWER THE QUESTIONS.

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### GOODFOOD'S MARKETING STRATEGY 2019

Goodfood has had an interesting year. Including launching 'Keep it PB' a vegan-friendly campaign, to their mascot, 'Leon the Lemon' making an appearance at a festival in Miami. Their marketing tactics are always very creative.

It is fantastic to see well established brands like Goodfood continuing to invest in print. When the company faced a big problem in 2018 due to an unexpected shortage of stock they used full-page newspaper advertising to apologise to their customers.

However, 'Goodfood corner', their last advertisement, was perhaps their most impressive campaign yet. Bold and sophisticated, it followed their funny and friendly theme, featuring logos of their imitators in technicolour, highlighting the authenticity of Goodfood. This campaign was the most effective of all.

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**WHO WAS THE 'KEEP IT PB' CAMPAIGN AIMED AT?**

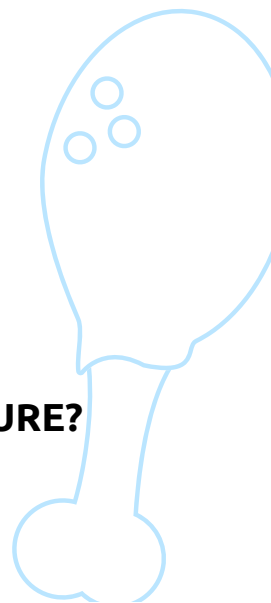
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**WHAT IS THE NAME OF THE GOODFOOD MASCOT?**

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**WHAT DOES THE ADVERTISEMENT 'GOODFOOD CORNER' FEATURE?**

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# PARAPHRASING

## 'PARAPHRASE'

### **GOODFOOD'S MARKETING STRATEGY 2019**

USING YOUR ANSWERS, WRITE A SHORT SUMMARY PARAPHRASING WHAT YOU READ.

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