

You are going to read four descriptions of products and how they were marketed. For each of the statements 1-11 choose from the products A/B/C/D. Some of the products may be chosen more than once

This product	Statements	A/B/C/D
Is no longer the most popular brand	1	
Followed another important development	2	
Had the support of famous people	3	
Was made by someone who we know very little about	4	
Made very little money for its inventor	5	
Was developed by two people working together	6	
Was demonstrated by people who knew how to use it	7	
Was copied and improved	8	
Was originally sold to customers by its inventor	9	
Outsold its competitors for two decades	10	
Was invented because people were not satisfied with another product	11	

### THE BEST THINGS SINCE SLICED BREAD?

#### A *THE BREAD SLICER*

Two American towns claim to be the home of sliced bread: Chillicothe in Missouri and Battle Creek, Michigan. Journalist, Kathy Stortz Ripley, is in favour of Chillicothe. When she was researching the town's history, she came across a news item dated 7th July 1928 announcing that the Chillicothe Baking Company had started marketing wrapped loaves of sliced bread. There was an advertisement on the same page that read 'The greatest forward step in the baking industry since bread was wrapped: Sliced Kleen Maid Bread'. Ripley did some more research and found that the inventor of the slicing machine, Otto Rohwedder, had almost vanished from the history books. Rohwedder, a jeweller by trade, spent thirteen years working on his invention before persuading bakers to give it a try. He sold his patent in 1930 before sliced bread had really caught on. It was the Wonder Bread company that made sliced bread truly famous with an advertising campaign showing smiling families packing sandwiches for picnics.

#### B *THE SKATEBOARD*

It is impossible to say who was responsible for the invention of the skateboard. In the 1950s, many Californian surfing enthusiasts, frustrated that weather and waves were not always suitable for surfing, began nailing the bases of roller skates to the front and back ends of wooden planks. Although these boards were very unstable, they allowed for 'sidewalk surfing' along streets and down hills. It was not long before the fad spread through the major cities of the United States and beyond. The first commercially-produced boards were made by Makaha Skateboards and designed by surfer Larry Stevenson. Makaha chose a team of top riders to showcase their boards. Soon bicycle manufacturers and toy companies were following suit and producing stable, unbreakable boards with more speedy and reliable plastic wheels. At the moment, skateboarding is the sixth most popular sporting activity in the United States.

#### C *TRAINERS*

In 1958, Phil Knight, a student at the University of Oregon and an athlete, complained to his coach, Bill Bowerman about the clumsy American running shoes of the time. They formed a company in 1964 to market a lighter and more comfortable shoe designed by Bowerman. In 1968, this company became Nike, named after the Greek Goddess of Victory. At first, Knight and Bowerman sold their shoes in person at athletics meetings but soon this wasn't necessary. Knight's first great marketing ploy was announcing that 'four of the top seven finishers' in the marathon at the 1972 Olympic Trials had worn Nikes. Through the 80s and 90s, Nike's advertisements helped make it the foremost retailer of athletic shoes worldwide, thanks to endorsements from superstars like Michael Jordan, and catchy slogans like 'Just do it'.

**D LIP BALM**

Chap Stick was the brainchild of a Lynchburg, Virginia doctor named C.D. Fleet. His product, which was distributed locally, was not very successful however. In 1912 he sold the rights to John Morton, another Lynchburg resident, for only \$5. Morton marketed the product so well that today it makes its manufacturer \$63 million a year. Both the way the lip balm is presented and its ingredients have changed a lot since the 1880s, when it was first produced. Now apart from sticks there are tubes and jars and the balm itself comes in many different flavours such as cherry and chocolate. Although Chap Stick has long been a leader in the lip balm market it was overtaken in 1996 by another company, Blistex.

**Read the text again and find words or phrases that mean the following. The words and phrases are in the same order in the texts.**

- 0 found by chance \_\_\_\_\_
- 1 right to sell or make something \_\_\_\_\_
- 2 became popular \_\_\_\_\_
- 3 a temporary popular trend \_\_\_\_\_
- 4 demonstrate the good qualities of something \_\_\_\_\_
- 5 tactic \_\_\_\_\_
- 6 easy to remember \_\_\_\_\_
- 7 good idea \_\_\_\_\_
- 8 passed \_\_\_\_\_