

Vocabulary

Check the English meaning of the following words:

- a) adopt _____
- b) majority _____
- c) laggard _____
- d) 'keep ahead of the Jones' _____
- e) sceptical _____
- f) objective _____

2. Adverts will change as the product is bought by different kinds of customers. Label each advert with the name of the customer group:

a) _____



b) _____



c) _____

At first the target might be the innovative customer, and once sales have passed the 3% mark the target might change to the early adopters.

And when 10-12% of the possible market is buying the product, the advertising strategy might change from the presentation of a new product to a widely accepted one.

