

Answers

A) Match the phrases to the definitions

Based on the context of the article, can you match the words in the box to the definitions listed below? Then add the word into the example sentence. You may need to change the form of the word to fit the meaning of the sentence.

To weigh up	to outweigh	to take a step back	measured
to take the leap	to pay off	to backfire	to jeopardize
To gauge	risk-averse	to shy away from	to be wary of

1. To feel caution about possible dangers or problems: **to be wary of**

*"I am a little bit **wary of** taking him on as a client. I'm not sure that we would work particularly well together."*

2. To carefully assess all the pros and cons, all the benefits and risks of something: **to weigh up**

*"In my opinion, We should a little more time on **weigh up** our options. We don't want to make a rash decision."*

3. To put something into a situation where there is a danger of loss or failure: **to jeopardize**

*"The government's new sugar restrictions could seriously **jeopardize** sales of our dessert product."*

4. Not wanting to take risks: **risk-averse**

*"I am quite **risk-averse** when it comes to making big policy decisions."
"I think we are being too **risk averse**."*

5. To do something risky or uncertain which has the potential to improve your situation significantly: **to take the leap**

*"I had been considering a change in career for many months, and in September last year I finally got the courage to **take the leap**."*

6. To make a judgement about the level or the amount of something: **to gauge**

*"If we want to make significant changes to our main product, we need firstly to suggest this to our customers and **gauge** their reaction before we go ahead with it."*

7. To have the opposite effect to what was intended. A negative effect: **to backfire**

*"The company's rebrand **backfired** completely, after their most loyal customers hated it and switched to their main competitor."*

8. To avoid doing something because you are not confident about it: **to shy away from**

*"This opportunity is too good. We can't **shy away** from it."*

9. To be greater or more significant than something else: **to outweigh**

*"I think in this case, the risks clearly **outweigh** any potential benefits, so it doesn't make any sense to go ahead with it."*

10. Carefully considered: **measured**

*"We have weighed up all of the potential pros and cons, and we believe that this is a **measured** risk which is certainly worth taking."*

11. To give you benefits after you have made a sacrifice, taken a risk or done some hard work: **to pay off**

*"Our figures prove that her decision **paid off** in the end."*

12. To stop in your progress in order to consider something carefully before moving forward: **to take a step back**

*"We can't just jump into the decision. We need to **take a step back** and look at all the potential risks."*

B) Key Words in a New Context

The Tricky Rebrand - Worth the Risk?

Toby: So, we're here to discuss the possibility of rebranding our soft drinks company. As you know, our current branding has been around for quite some time and it is starting to look quite dated. Our sales are still strong, but I think we have to **take the leap** now before our sales start to drop and we lose market share.

Ellen: Yes, I think it's definitely worth considering. But are sales are just as strong as they have been for the past 5 years, so it's certainly a risk to consider it now. We don't want to **jeopardize** our current strong performance and strong market position with an unnecessary change.

Toby: I certainly see your point Ellen, but I guess the question is are we **jeopardizing** our brand more by acting now or in fact **jeopardizing** our brand image more by not acting and leaving it too late. It's important to **gauge** the most optimal time to do this, and I personally believe that this could be in the next year.



Ellen: I'm just a little bit **wary** of the risks involved. Tropicana Orange juice attempted a complete rebrand of their packaging last year in order to modernise it, but it completely **backfired** and their loyal customers felt completely alienated, as if the company hadn't taken their thoughts into consideration at all. Some couldn't even recognise the packaging so they switched to other orange juice brands.

Toby: I understand your concerns, but other brands such as Pepsi also went through this process recently, and their turnover shows that it really **paid off / is paying off**. Also, we can't **shy away** from this forever, as we will certainly need to modernise at some point. We need to be **measured** in our approach by firstly carrying out research from our customers to get their opinion on our current brand image.

Ellen: If we do that, we should also get opinions from customers of our competitors to see how they perceive our brand.

Toby: Excellent idea. After we have the results from an extensive survey we can then **take a step back**, review the feedback carefully and **weigh up** our options.

Ellen: Agreed. I will carry out some research into how much it will cost to carry out an extensive survey, and we can meet in a few days to discuss it further.

C) Comprehension Questions

1. According to Toby, what is the main problem with the brand's look?
The brand looks dated, meaning that it looks old-fashioned and out of date.
2. What is the main factor to suggest that it might not be the right time to carry out a complete rebrand?
Ellen mentions that the brand's sales are still really strong, just as strong as they have been in the last 5 years, suggesting that the brand is not losing popularity.
3. When Ellen talks about the Tropicana Orange Juice rebrand. What do you think she meant by the term 'alienated'?
If you feel alienated, you feel like you are not part of something and you don't belong. The text mentions that the company hadn't taken their thoughts into consideration at all when they went ahead with the rebrand.
4. What clever suggestion does Ellen make about the customer survey?
She suggests that they should ask customers of rival brands to give their opinion on their brand.