

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 flourish/thrive	to blossom/bloom	to take off
To gain traction	to jump on the bandwagon	
to ride the waves	to get complacent	

1. To start to get a little bit of success, attention or popularity: **to gain traction**

*"My brand is starting to **gain traction** on Instagram."*

2. To feel so satisfied with your own success that you think you can slow down and stop trying: **to get complacent**

*"The market leaders **got complacent** and stopped innovating. They soon lost a lot of their market share"*

3. To do well and be successful: **to thrive/flourish**

*"The tourism industry is **thriving/flourishing** again, as people are desperate to travel after years of lockdowns."*

4. To join others in doing something which is fashionable or becoming successful: **to jump on the bandwagon**

*"If our clothing range starts to become popular in the city many consumers will **jump on the bandwagon**."*

5. To become successful, or to develop rapidly: **to take off**

*"The business really **took off** at the beginning of last year."*

6. To become successful as you develop and mature: **to blossom/bloom**

*"I think that with fresh investment our company could really start to **blossom/bloom**."*

7. To be helped by being connected to something which is attractive or experiencing success: **to ride the waves of**

*"Investors are **riding the waves** of a strong economy."*

B) Key Words in a New Context

TikTok Content Creators

Many young people today want to chase fame on social media, whether that be Instagram, YouTube or TikTok. TikTok has seen a huge rise in popularity over the past 4 years, and many young people want to **ride the waves** of TikTok's success by starting their own channel.

With TikTok being such a successful platform, naturally competition is fierce, so anyone expecting that their channel is going to **take off** immediately is very likely to be mistaken. It takes consistency, clever use of hashtags and paid promotion even just to **gain traction** on such a competitive platform.

The content that you post on there has to be very carefully chosen. If there are current trends, such as memes, challenges, dances, it is important to **jump on the bandwagon** in order to get more engagement for your posts.

With consistency and attention-grabbing content, you will start to develop your own style and personality in your videos, and you will start to **blossom/bloom** as you become more experienced in front of the camera.

If your channel becomes successful, you can start to monetize your content with ads. The potential rewards on such a platform are absolutely huge, you cannot afford to **get complacent**. Consistency is key, so there is no time to sit back and take a 2-week break just because your channel is **thriving/flourishing**. As soon as others see the success of your content, they will try to emulate you, so you must keep creating original content and videos worthy of many shares! Good Luck!

C) Comprehension Questions

1. Based on the tone of the first paragraph, to what extent do you think the company's experience as prominent meat producers will prove an advantage in their new market?
The believe that their experience will not prove much of an advantage in the vegan market, because the industry is completely different, and the industry tries to differentiate itself from the mainstream food market.
2. What do you think that the adjective 'daunting' could mean in the first paragraph?
If something is daunting, it is something scary or intimidating which is coming in the future. E.g. the daunting exam / the daunting job interview

We have some clues in the text, as it mentions that the vegan food industry will be uncharted waters for the company.
3. What 3 key strengths does the company have which could help them to succeed in the new market?

The taste of their products is superior to others on the market; their packaging is bright and will stand out on the shelves of a vegan food store; they have a strong presence on social media.

4. To what extent does the author believe that the company has a foothold in the new market?

The author believes that the company will gain a foothold in the new market only when their products appear on the shelves of a major supermarket. So far, the company only has projects in some smaller vegan stores.