

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 lay strong foundations for	to set the wheels in motion
to hit the ground running	to get something off the ground
to give something the green light	from scratch
to take off	in its infancy
down the line	thoroughly

1. To become successful or popular quickly: **to take off**

*"We started the business in 2016, and it **took off** instantly."*

2. To manage to start something despite difficulties: **to get something off the ground**

*"Despite a real struggle to acquire the necessary funding, we managed to **get** the project **off the ground**."*

3. New and still developing: **in its infancy**

*"The technology is still **in its infancy**, so we are still not aware of all of the potential risks involved."*

4. To create all of the necessary ideas, structures and do all of the necessary preparation to start something: **to lay strong foundations for**

*"We need to **lay strong foundations** for success, which involves thorough planning, sensible budgeting and an establishment of real core values."*

5. From the very beginning, without relying on any previous work for assistance: **from scratch**

*"I started this business **from scratch**."*
*"This idea isn't really working. I think we should start again **from scratch**."*

6. In a way which is very detailed: **thoroughly**

*"We need to plan everything **thoroughly**."*

7. To give someone permission to start something: **to give something the green light**

*"We're waiting for management to **give the green light** to run the campaign."*

8. To put a plan into action: **to set the wheels in motion**

*"It is good to see that we are all in agreement about how we should proceed. Let's now talk about how we are going to **set the wheels in motion**. I'm going to assign each team member with a task."*

9. To start something and move quickly with enthusiasm: **to hit the ground running**

*"Let's post 3 times per week at the start of the campaign. I really want to **hit the ground running**."*

10. At an unspecified time in the future: **down the line**

*"If we don't have adequate investment then we're going to have problems **down the line**."*

B) Key Words in a New Context

Words from the Marketing Manager Before the Campaign Launch

Good morning everyone. I want to bring you up to speed on preparations to launch our marketing campaign. As you know, our research team has conducted **thorough** market research to develop a strong message that will appeal to our target audience. I really like what I'm seeing here and I am in no doubt that consumers will identify with it. I am sure you are all familiar with this message by now, and I hope you can see that we have learnt from mistakes we made in previous campaigns. Our creative team has worked tirelessly to design a visual identity that accurately reflects our brand values and captures the attention of our audience.

We've also just put together a content strategy that outlines the timing of our posts as well as the platforms we'll use to get our message out.

All in all, I'm convinced that we have **laid the foundations** for a really successful campaign.

We have learnt our lessons from previous campaigns, which unfortunately struggled to **get off the ground / take off** as our message wasn't clear, and our timing was a little wide of the mark. This time, however, I believe that we can really **hit the ground running**.

The campaign might not **take off / hit the ground running** across every platform. If we're getting a lot more traction on TikTok than on Facebook, for example, we might have to adapt our strategy accordingly. It is important not to lose motivation in the early stages. It is only through careful analysis of what is working and what is not that we can improve our targeting further **down the line** when the campaign really reaches its peak. I am aware that in previous campaigns we have taken the decision to abandon them and start **from scratch**, but I am confident that this will not happen with the foundations that we have in place this time.

At the beginning of next week we are going to **set the wheels in motion** with our first posts. The aim here is that it will coincide with the Easter holidays, so we should get a lot of eyes on our initial posts.

C) Comprehension Questions

1. In the first line of the monologue, the marketing manager wants to 'bring you up to speed' on the latest developments. What do you think he/she means by this?
To bring someone up to speed on something means to update them on something.
This is a common phrase used in meetings: "I want to bring you up to speed on our progress so far."
2. According to the marketing manager what 3 factors suggest that the company has built strong foundations for a successful campaign, and which 2 of these proved not to be strong foundations in previous campaigns?
 - The company has conducted thorough market research to create a strong message that the audience will identify with. In paragraph 4, we can see that this is something that they got wrong last time - their message wasn't clear.
 - The company has designed a visual identity that reflects the brand's values.
 - The company has put together a strategy for the timings of their posts and the platforms that they will post on. In paragraph 4, we can see that this is something that they got wrong last time, because their timings were 'wide of the mark'.
3. What do you think the phrase 'wide of the mark' means in paragraph 4?
If something is 'wide of the mark' it means that it is not accurate or correct.
4. What will happen if the campaign does not achieve initial success?
If the campaign does not achieve initial success, they will analyse their data on what is working, and they will adapt their strategy accordingly. They will not abandon the campaign and start from scratch, because the foundations of the campaign are too strong to fall into that trap this time.
5. What will be significant about the launch of the first posts, and why is this significant?
The first posts will be launched during the Easter holidays, which is significant because more people will be able to see the posts - there will be more 'eyes on' those posts.
The verb 'to coincide with' means to happen at the same time as something else.