

Unit 7 Things That Matter

A Imagine you work for a company that creates luxury products. Your boss has asked you to choose an ordinary product and plan a way to sell it as a luxury product. Work with a group and answer the questions.

1. What is your product? _____

2. What is the brand name of your product? _____

3. Who will you try to sell your product to? _____

4. Think of ways to describe your luxury product in advertising.
 - It's made from _____.
 - It's produced in _____.
 - Its special features are _____.
 - It's unusual because _____.
 - Everyone wants it because _____.
 - It will change your life because _____.
 - _____.
 - _____.

B Work together to write a paragraph about your product for an ad. Use some of the ideas from **A** to convince people to buy your product.

C Present your product to the class.