

PARTIEL D'ANGLAIS APPLIQUÉ À LA GESTION

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Durée : 2 heures (14h-16h)

No documents allowed. Write your answers on the official answer sheets provided.

PART I. READING

Read the text below and address the ensuing comprehension and vocabulary questions.

Why brands are targeting empty nesters with traditional direct mail

Older people whose children have left home to start their own careers and families can often feel sad and nostalgic but also excited about the next chapter of their own lives. The peak age for empty nesters is between 55 and 64, and many are still working. Others will use their new-found freedom to follow their dreams and travel, or buy goods they have always longed to own.

According to The Life Stages of Mail research by Royal Mail's MarketReach, empty nesters still enjoy traditional TV and newspapers and tend to be optimistic about life. In fact, 75% agree they can 'afford to splash out on luxury goods sometimes'. What is noticeable is how this **niche** is not as keen as younger people to respond to **direct marketing** using digital technology. While 30% of older families respond this way, for empty nesters the figure falls to 21%. They are more likely to respond to **telemarketing** or mail promotions.

The River Cruise Line, based in Market Harborough, organises trips across Europe and it has noticed this trend. Its customer segment is 50+ with most of its target audience aged 65+. Its direct marketing activity focuses largely on generic and seasonal brochures promoting its trips to the Baltic Isles or to European Christmas markets, for example. Every brochure features high quality and inspirational images and explains in detail how each cruise works and the travel arrangements involved.

"Our marketing is very much targeted at empty nesters," says Pat Tempest, head of brand marketing. "River cruising appeals to an older age group so brochures explain how everything is taken care of. We use the best photography we can on our budget to **promote** our destinations and show real people's experiences. We use phrases like 'picture this' and we talk about 'journeys'." She adds that brochures are an effective way to counter negative perceptions. "For instance, there are no single supplements for solo travellers and booking is easy. We also show potential customers they can telephone our call centre to find out more and to book."

When River Cruise Lines introduced its latest ship m.s Serenity last year promotional brochures were sent out in advance of any marketing for its other ships. There were early bird offers and the company exceeded its booking target by 40%. Tempest says the brochures allow people to respond in their own time and often sit on coffee tables for weeks or months and are shared with friends. "Empty nesters like to share their experiences and the brochures explain how we support people who want to travel in groups."

The good news for marketers is that people reaching this stage have years of experience of receiving mail and feel comfortable getting relevant mail at home. However, many are no longer as engaged with mail as they perhaps were when they were part of a larger family. One of the reasons empty nesters are less engaged than they used to be is because of the volume of mail they receive. Almost 20% receive between three and five items of addressed mail every day. This comes from a variety of sectors including financial services and charities, and most mail is opened out of habit rather than excitement.

However, the research shows that empty nesters tend to decide immediately if they will respond to a piece of mail they have opened. They are also more likely than people at other life stages to leave mail around the house to read again and to keep it, especially if it is timely and relevant. The advice for marketers is to ensure mail is personally addressed, respectful and is not condescending. Brand messaging that inspires, empowers and reassures empty nesters will cut through, according to the research. This age group are keen to hear about the different choices they can make and, although their children might have moved on, they still feel responsible for them and their grandchildren. This group can dislike shopping but they do believe they are very good at managing money, either for their retirement or their everyday life. Brands can exploit this using **direct mail**.

The day children leave home can be a sad time but for many parents it presents an opportunity to spend more time and money on themselves. They are used to receiving direct mail and will read and engage with it if the content is relevant and inspires them, and brands who follow the rules stand to benefit from a life stage where people are usually mortgage- as well as child-free.

From *Marketing Week*, Steve Hemsley, 18 June 2016 [edited]

A. VOCABULARY (5 points)

1. Define the following words and short phrases. (2.5 points)

- a. niche: b. direct marketing: c. telemarketing:
d. to promote: e. direct mail:

2. Find the words in the text that correspond to the definitions below. Give the line number. (2.5 points)

- a. a promotion that delivers a special discount to customers who buy before a certain date:
b. a centralised office used for receiving or transmitting a large volume of requests by telephone:
c. a group of customers with common needs and certain shared characteristics:
d. to select as an object of attention and, in marketing, to try to appeal to and attract:
e. every communication which makes a buyer relate to the brand by influencing them, motivating them and propelling them to buy the product:

B. COMPREHENSION (5 points)

[NB: the questions are chronological. If you find the answer for one, the answer for the following questions will be **at later points in the text.**]

Say whether the statements below are True (T) or False (F). Justify your answer with a relevant sentence or part of a sentence from the text. Provide the line reference number.

1. Empty nesters are less receptive to digital direct marketing than families are.
2. The River Cruise Line's target market is 'peak-age' empty nesters between 55-64 years old.

3. The River Cruise Line uses compelling visuals and customer testimonials to advertise its vacation packages.
4. Unlike many cruise lines, the River Cruise Line does not charge an additional fee to those who book a room alone.
5. Promotional brochures create a sense of urgency, encouraging mail recipients to call to book immediately.
6. The River Cruise Line's encourages empty nesters to plan trips with their friends or colleagues.
7. Empty nesters typically receive fewer pieces of mail than families and are therefore more likely to open promotional mailings.
8. Empty nesters pride themselves on their frugality, making them a good market for deals and promotions.
9. Empty nesters respond best to exhilarating promotions that emphasize high risk and distortion of the senses.
10. Empty nesters are often financially responsible for children and grandchildren and may prefer to save money rather than spending it on vacations and travel.

PART II. GRAMMAR (5 points)

[NB: You don't have to write down the whole sentence, the answer is enough.]

Fill in the blanks with the correct modal verb from the list below. Each of the verbs may be used only once.

can / cannot / must / must not / should / should not / would / would not / might / might not

1. You ever call a Welsh, Scottish or Northern Irish person "English". This is an extremely offensive faux pas that could damage a business relationship.
2. In America, it's important to emphasise your achievements in a job interview. In the UK, you be more modest about your achievements.
3. In America, you say how proud you are of your children's achievements, but in the UK this is a big no-no.
4. If you are working in the southern United States, your colleagues be so amused by your anti-Trump humour.
5. The British often make critical comments about their country, but you join in by making other negative comments about the UK.
6. In the UK, politeness is such an ingrained custom that you feel compelled to apologize to someone who has bumped into you (even if it isn't your fault at all).
7. You smoke in a British pub. It is not permitted.
8. Without exception, you be exactly on time or a little early for a British business meeting, but you should arrive ten to twenty minutes late for a dinner party at someone's house.
9. In America, in most circumstances, a lower-level employee use first names with managers of his/her company.

10. According to a study, 21 per cent of employees in the UK text a senior colleague if they needed urgent help at work

PART III. ESSAY WRITING (5 POINTS)

In a minimum of 250 words and a maximum of 350, use the information provided in the text to respond to the following prompt:

Identify the 4 P's of the 'Marketing Mix' and discuss how the River Cruise Line uses each of the 4 P's to develop a marketing strategy that suits its business model and target market.

You will be assessed on the content of your essay (relevance, knowledge of the topic, adequate use of appropriate terminology) as well as on the standard of your English.

► Please include your (accurate) word count at the end of your essay. You lose one point if you fail to do so and/or if you write more or fewer words than required.

ANSWER KEY

PART I. READING

A. VOCABULARY

1.

- a. **Niche**: small but profitable market segment
- b. **Direct marketing**: acquiring and retaining customers without the use of an intermediary, including the distribution of products, information and promotional benefits to target consumers through interactive communication in a way which allows response to be measured.
- c. **Telemarketing**: a marketing communications system whereby trained specialists use telecommunications and information technologies to conduct marketing and sales activities.
- d. **To promote**: to make a product or service known to customers
- e. **Direct mail**: Material sent through the postal service to the recipient's house or business address promoting a product and/or maintaining an ongoing relationship.

2.

- a. A promotion that delivers a special discount to customers who buy before a certain date → **early bird offer**
- b. A centralised office used for receiving or transmitting a large volume of requests by telephone → **call centre**
- c. A group of customers with common needs and certain shared characteristics → **customer segment**
- d. To select as an object of attention and, in marketing, to try to appeal to and attract → **to target**
- e. Every communication which makes a buyer relate to the brand by influencing them, motivating them and propelling them to buy the product → **brand messaging**

B. COMPREHENSION

1. Empty nesters are less receptive to digital direct marketing than families are. **TRUE**: "While 30% of older families respond this way, for empty nesters the figure falls to 21%."
2. The River Cruise Line's target market is 'peak-age' empty nesters between 55-64 years old. **FALSE**: Its customer segment is 50+ with most of its target audience aged 65+."
3. The River Cruise Line uses compelling visuals and customer testimonials to advertise its vacation packages. **TRUE**: "We use the best photography we can on our budget to promote our destinations and show real people's experiences..."
4. Unlike many cruise lines, the River Cruise Line does not charge an additional fee to those who book a room alone. **TRUE**: "For instance, there are no single supplements for solo travellers..."

5. Promotional brochures create a sense of urgency, encouraging mail recipients to call to book immediately. **FALSE:** “Tempest says the brochures allow people to respond in their own time and often sit on coffee tables for weeks or months and are shared with friends.”
6. The River Cruise Line’s encourages empty nesters to plan trips with their friends or colleagues. **TRUE:** “Empty nesters like to share their experiences and the brochures explain how we support people who want to travel in groups.”
7. Empty nesters typically receive fewer pieces of mail than families and are therefore more likely to open promotional mailings. **FALSE:** “One of the reasons empty nesters are less engaged than they used to be is because of the volume of items they receive.”
8. Empty nesters pride themselves on their frugality, making them a good market for deals and promotions. **TRUE:** “...they do believe they are very good at managing money, either for their retirement or their everyday life. Brands can exploit this using direct mail.
9. Empty nesters respond best to exhilarating promotions that emphasize high risk and distortion of the senses. **FALSE:** Brand messaging that inspires, empowers and reassures empty nesters will cut through, according to the research.
10. Empty nesters are often financially responsible for children and grandchildren and may prefer to save money rather than spending it on vacations and travel. **FALSE:** “The day children leave home can be a sad time but for many parents it presents an opportunity to spend more time and money on themselves.”

PART II. GRAMMAR

11. must not
12. should
13. can
14. might not
15. should not
16. might
17. cannot
18. must
19. would
20. would not

PART III. ESSAY WRITING

For marking: (1 + 4)

+1 point for the required length AND accurate word count. Deduct 0,5 or 1 if the essay is too short, of if the word count is inaccurate.

0,5 = very little substance. Poor discussion rendered in poor English.

1 point = attempt to address the issues raised. Frequent spelling, vocabulary and grammar mistakes. No fluency of expression.

2 points = Good attempt to address the issues raised. All the questions are answered to some extent.

Some regular spelling, vocabulary or grammar mistakes. Problems with the writing style. **4 P's must be correctly identified.**

3 points = Good substance or discussion on the whole. All the questions are addressed. Very few spelling, vocabulary or grammar mistakes and a very good writing style.

4 points = Excellent discussion. High level English including fluency of expression and a very good writing style. Perfect spelling and good lexical and grammatical choices. No mistakes at all.