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KLEENEX

<http://www.BusinessEnglishMaterials.com/kleenex.html>



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THE LISTENING / READING SCRIPT

From: <http://www.businessenglishmaterials.com/kleenex.html>

Kleenex is a brand name for facial tissues, bathroom tissue, paper towels, and diapers. The name Kleenex has become a noun in many dictionaries, meaning a facial tissue, whatever the brand. The Kimberly-Clark Corporation created Kleenex tissues in 1924. The original material Kleenex came from was called 'Cellucotton' and was designed for gas masks in WWI. It took ten years for Kimberly-Clark to market Kleenex as a disposable handkerchief. This changed by the mid-1930s when Kleenex had the slogan "Don't Carry a Cold in Your Pocket". The Kleenex website says: "Since Kleenex tissues came on the market in 1924, it has been the No. 1 brand of facial tissue in the world and has become a genuine global icon." Its new slogan is "It Feels Good To Feel". Today, Kleenex products are sold in more than 170 countries.





WARM UPS

From: <http://www.businessenglishmaterials.com/kleenex.html>

1. BRAINSTORM CHAT: Write all the words you can think of about Kleenex on the board or on a piece of paper. Talk about these words with your partner(s).

2. KLEENEX MORNING: Each student pretends to be an employee of Kleenex. They walk around the class and talk about the company and their job.

3. RUMOURS: Each student writes down a pretend rumour about Kleenex. They then walk around the class and talk to other students about their rumour.

4. GOOD AND BAD: Brainstorm good and bad things about Kleenex and write them on the board. Students talk about these in pairs.

5. TRUE OR FALSE: Students find out several facts about Kleenex. They write these down and add the same number of things about the company that are false. Students test each other on which of their points are true or false.

6. FACTS: In groups, students write down as many facts as they can about Kleenex. The winner is the group with the most facts. Teacher may wish to have groups share their facts to make sure they are real.





LISTENING / READING GAP FILL

From: <http://www.businessenglishmaterials.com/kleenex.html>

Kleenex is a _____ tissues, bathroom tissue, paper towels, and diapers. The name Kleenex has _____ dictionaries, meaning a facial tissue, _____. The Kimberly-Clark Corporation created Kleenex tissues in 1924. The original material Kleenex _____ 'Cellucotton' and _____ masks in WWI. It took ten years for Kimberly-Clark to market Kleenex as a disposable handkerchief. This _____ - 1930s when Kleenex had the slogan "Don't Carry a Cold in Your Pocket". The Kleenex website says: "Since Kleenex tissues _____ in 1924, it has been the No. 1 brand of facial tissue in the world and has become _____." Its new slogan is "It Feels Good To Feel". Today, Kleenex products are sold in more than 170 countries.





CORRECT THE SPELLING

From: <http://www.businessenglishmaterials.com/kleenex.html>

Kleenex is a brand name for facial tissues, bathroom tissue, paper towels, and dierpas. The name Kleenex has become a noun in many dictionaries, meaning a facial tissue, whatever the adbnr. The Kimberly-Clark Corporation created Kleenex tissues in 1924. The aironigl material Kleenex came from was called 'Cellucotton' and was nedegdis for gas masks in WWI. It took ten years for Kimberly-Clark to aetrmk Kleenex as a disposable handkerchief. This hdgance by the mid-1930s when Kleenex had the gaolns "Don't Carry a Cold in Your Pocket". The Kleenex website says: "Since Kleenex tissues came on the ratemk in 1924, it has been the No. 1 brand of facial tissue in the world and has become a guienen global icon." Its new slogan is "It Feels Good To Feel". Today, Kleenex dscprotu are sold in more than 170 countries.





UNJUMBLE THE WORDS

From: <http://www.businessenglishmaterials.com/kleenex.html>

Kleenex name facial is brand for tissues a, bathroom
tissue, paper towels, and diapers. The name Kleenex has
in noun a become dictionaries many, meaning a facial
tissue, whatever the brand. The Kimberly-Clark
Corporation created Kleenex tissues in 1924. The original
came Kleenex material called was from 'Cellucotton' and
for masks WWI designed gas in was. It took ten years for
Kimberly-Clark to market Kleenex as a disposable
handkerchief. changed This when 1930s - mid the by
Kleenex had the slogan "Don't Carry a Cold in Your
Pocket". The Kleenex website says: "Since Kleenex
market in 1924 tissues came on the, it has been the No.
1 brand the in tissue facial of has and world become a
genuine global icon." Its new slogan is "It Feels Good To
Feel". Today, in sold are products Kleenex 170 than more
countries.





INSERT THE VOWELS

From: <http://www.businessenglishmaterials.com/kleenex.html>

Kl__n_x __s __ br_nd n_m__ f_r f_c__l t_ss__s,
 b_thr__m t_ss__, p_p_r t_w_ls, __nd d__p_rs. Th_
 n_m__ Kl__n_x h_s b_c_m__ __ n__n __n m_ny
 d_ct__n_r__s, m__n_ng __ f_c__l t_ss__,
 wh_t_v_r th__ br_nd. Th__ K_mb_rly-Cl_rk
 C_rp_r_t__n cr__t_d Kl__n_x t_ss__s __n 1924.
 Th__r_g_n_l m_t_r__l Kl__n_x c_m__ fr_m w_s
 c_ll_d 'C_ll_c_tt_n' __nd w_s d_s_gn_d f_r g_s
 m_sks __n WW__. __t t__k t_n y__rs f_r K_mb_rly-
 Cl_rk t__m_rk_t Kl__n_x __s __ d_sp_s_bl__
 h_ndk_rch__f. Th_s ch_ng_d by th__m_d-1930s
 wh_n Kl__n_x h_d th__sl_g_n "D_n't C_rry __C_ld
 __n Y__r P_ck_t". Th__Kl__n_x w_bs_t__s_y_s:
 "S_nc__Kl__n_x t_ss__s c_m__ __n th__m_rk_t __n
 1924, __t h_s b__n th__N__. 1 br_nd __f f_c__l
 t_ss__ __n th__w_rld __nd h_s b_c_m__ __g_n__n
 gl_b_l__c_n." __ts n_w sl_g_n __s "__t F__ls G__d
 T__F__l". T_d_y, Kl__n_x pr_d_cts __r_s_ld __n
 m_r__th_n 170 c__ntr__s.





PUNCTUATE THE TEXT AND ADD CAPITALS

From: <http://www.businessenglishmaterials.com/kleenex.html>

kleenex is a brand name for facial tissues bathroom tissue paper towels and diapers the name kleenex has become a noun in many dictionaries meaning a facial tissue whatever the brand the kimberly-clark corporation created kleenex tissues in 1924 the original material kleenex came from was called 'cellucotton' and was designed for gas masks in wwi it took ten years for kimberly-clark to market kleenex as a disposable handkerchief this changed by the mid-1930s when kleenex had the slogan "don't carry a cold in your pocket" the kleenex website says "since kleenex tissues came on the market in 1924 it has been the no 1 brand of facial tissue in the world and has become a genuine global icon" its new slogan is "it feels good to feel" today kleenex products are sold in more than 170 countries





CHOOSE THE CORRECT TENSE

From: <http://www.businessenglishmaterials.com/kleenex.html>

Kleenex (be) a brand name for facial tissues, bathroom tissue, paper towels, and diapers. The name Kleenex (have) become a noun in many dictionaries, meaning a facial tissue, whatever the brand. The Kimberly-Clark Corporation (create) Kleenex tissues in 1924. The original material Kleenex (come) from was called 'Cellucotton' and (be) designed for gas masks in WWI. It (take) ten years for Kimberly-Clark to market Kleenex as a disposable handkerchief. This (change) by the mid-1930s when Kleenex had the slogan "Don't Carry a Cold in Your Pocket". The Kleenex website (say): "Since Kleenex tissues came on the market in 1924, it has (be) the No. 1 brand of facial tissue in the world and (have) become a genuine global icon." Its new slogan (be) "It Feels Good To Feel". Today, Kleenex products (be) sold in more than 170 countries.





CHOOSE THE CORRECT WORD

From: <http://www.businessenglishmaterials.com/kleenex.html>

Kleenex is a brand name for facial tissues, bathroom tissue, _____ towels, and diapers. The name Kleenex has become a noun in many dictionaries, _____ a facial tissue, whatever the brand. The Kimberly-Clark Corporation created Kleenex tissues in 1924. The _____ material Kleenex came from was called 'Cellucotton' and was _____ for gas masks in WWI. It took ten years for Kimberly-Clark to market Kleenex as a _____ handkerchief. This _____ by the mid-1930s when Kleenex had the _____ "Don't Carry a Cold in Your Pocket". The Kleenex website says: "Since Kleenex tissues came on the _____ in 1924, it has been the No. 1 brand of facial tissue in the world and has become a _____ global icon." Its new _____ is "It Feels Good To Feel". Today, Kleenex products are sold in more than 170 countries.

designed
slogan
genuine
meaning
disposable
slogan
paper
original
market
changed





PROJECT KLEENEX

From: <http://www.businessenglishmaterials.com/kleenex.html>

Part 1. Your mission is to increase the profits and sales of Kleenex. Complete this table with your project partner(s):

Main products			
How to improve them			
A brand new 'killer' product			
How Kleenex is better than the competition			
How to beat the competition			

Part 2. Change partners and look at their project. Suggest improvements. Ask for advice on your project:

Part 3. Make a presentation on your project. Give it to the class. Vote the best projects.





KLEENEX – ROLE PLAY 1

From: <http://www.businessenglishmaterials.com/kleenex.html>

Role A – Kleenex CEO

You believe your company is the best in the world. It pays its workers very well and working conditions are great. Your company is very green – it cares about the environment. You think your levels of customer service are great. Disagree with person B, C and D.

Role B – Kleenex worker

You think it's a bad company to work for. You're very unhappy with pay, raises and bonuses. You are very unhappy with the working environment. You don't like the company's policy on the environment. You keep hearing profits are more important than customers. Disagree with A and C. Tell D the truth.

Role C – Kleenex customer

You are a customer of Kleenex. You used to think it was great, but not now. Its workers are always very rude. No one ever answers the phone. You are shocked about its policy on the environment. You think all staff should get less pay. You disagree with person A and B. Tell D the truth.

Role D – A journalist

You keep hearing bad things about Kleenex. You want to tell the world in your newspaper. You heard the CEO gets a huge bonus every year. You found a company memo saying profits are more important than the environment. You want to know why so many staff are ill. Find the truth.





KLEENEX – ROLE PLAY 2

From: <http://www.businessenglishmaterials.com/kleenex.html>

Role A – Kleenex New Products Director

You have created a new product for Kleenex. You believe the new product will be the company's best ever. It will be a bestseller. There are people who do not agree with you. You need B, C and D on your side. Tell them why this is a product that will bring great things to Kleenex.

Role B – Kleenex Marketing Director

You think the company's new product is a really bad idea. It will give your company a really bad name. You think the New Products Director is trying to destroy the company. Try to get him/her to understand there's no way the new product will sell. Try to get person C and D on your side.

Role C – Kleenex Market Researcher

You have interviewed thousands of people about the new product. They don't like it or hate it. You think it will be successful if they make many changes. Tell the New Products Director he/she needs to change the product. You neither like nor trust person B. Disagree with him/her.

Role D – Kleenex Shareholder

You know a lot about Kleenex's new product. You are worried it will not sell and share prices will go down. You think A is crazy and must find a new job. You agree with everything B says. You don't agree with C. The new product should not go on the market.





JOB INTERVIEW ROLE PLAY

INTERVIEWER (Write the questions you want to ask the candidate.)

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

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JOB INTERVIEW ROLE PLAY

INTERVIEWEE (Write questions you want to ask the interviewer.)

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____





DISCUSSION (Write your own questions)

STUDENT A's QUESTIONS (Do not show these to student B)

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

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DISCUSSION (Write your own questions)

STUDENT B's QUESTIONS (Do not show these to student A)

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____





KLEENEX SURVEY

From: <http://www.businessenglishmaterials.com/kleenex.html>

Write five GOOD questions about Kleenex in the table. Do this in pairs. Each student must write the questions on his / her own paper.

When you have finished, interview other students. Write down their answers.

	STUDENT 1 _____	STUDENT 2 _____	STUDENT 3 _____
Q.1.			
Q.2.			
Q.3.			
Q.4.			
Q.5.			

- Now return to your original partner and share and talk about what you found out. Change partners often.
- Make mini-presentations to other groups on your findings.





WRITING 1 – SPEED WRITING

From: <http://www.businessenglishmaterials.com/kleenex.html>

Write anything about Kleenex for 10 minutes. Show your partner your paper. Correct each other's work.





WRITING 2 – LETTER OF COMPLAINT

From: <http://www.businessenglishmaterials.com/kleenex.html>

Write a letter to Kleenex. Complain about one of its products. Ask for a refund. Show your partner your paper. Correct each other's work.





WRITING 3 – LETTER OF APOLOGY

From: <http://www.businessenglishmaterials.com/kleenex.html>

Write a letter of apology to the customer. Explain why you cannot give a refund. Show your partner your letter. Correct each other's work.





HOMWORK

- 1. VOCABULARY EXTENSION:** Choose several of the words from the text. Use a dictionary or Google's search field (or another search engine) to build up more associations / collocations of each word.
- 2. INTERNET INFO:** Search the Internet and find more information about Kleenex. Talk about what you discover with your partner(s) in the next lesson.
- 3. MAGAZINE ARTICLE:** Write a magazine article about Kleenex. What have they done recently? What are their plans? Read what you wrote to your classmates in the next lesson. Give each other feedback on your articles.
- 4. KLEENEX POSTER** Make a poster about Kleenex. Make sure you sell the company to the public. Show it to your classmates in the next lesson. Give each other feedback on your posters.
- 5. MY KLEENEX LESSON:** Make your own English lesson on Kleenex. Make sure there is a good mix of things to do. Find some good online activities. Teach the class / another group when you have finished.
- 6. ONLINE SHARING:** Use your blog, wiki, Facebook page, MySpace page, Twitter stream, Del-icio-us / StumbleUpon account, or any other social media tool to get opinions on Kleenex. Share your findings with the class.

