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NIVEA

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



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THE LISTENING / READING SCRIPT

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

Nivea is one of the most trusted names in skin care. It is owned by the German company Beiersdorf, which was established in 1911 when pharmacist Carl Paul Beiersdorf developed the Nivea skin cream. The word 'nivea' is Latin for snow-white. A key product of Nivea is lanolin, which is found in sheep's wool. Beiersdorf was also a pioneer in developing the sticking plaster and deodorizing soap. In 1925 Nivea was marketed for the first time in what is now its distinctive blue containers. Its website says "Nivea has ... years of experience in skin and beauty care and stands for innovative and high-quality products... we are close to consumers, offering them compelling, innovative products. Our brands enjoy universal trust." In 2010, Nivea announced its product Nivea Happiness Sensation.





WARM UPS

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

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

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

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

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

5. TRUE OR FALSE: Students find out several facts about Nivea. 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 Nivea. 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/nivea.html>

Nivea is one of the most _____ care.
It is owned by the German company Beiersdorf, which
was established in 1911 when pharmacist Carl Paul
Beiersdorf developed the Nivea skin cream. The word
'nivea' is _____. A key product of
Nivea is lanolin, which is _____.
Beiersdorf was also a pioneer in developing
_____ deodorizing soap. In 1925
Nivea was marketed for the first time in what is now its
_____. Its website says "Nivea has ...
years of experience in skin and beauty care
_____ and high-quality products...
we _____, offering them compelling,
innovative products. Our brands
_____." In 2010, Nivea announced
its product Nivea Happiness Sensation.





CORRECT THE SPELLING

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

Nivea is one of the most rtetsu names in skin care. It is owned by the German company Beiersdorf, which was established in 1911 when iacmptahs Carl Paul Beiersdorf vedeploed the Nivea skin cream. The word 'nivea' is Latin for snow-white. A key product of Nivea is lanolin, which is found in sheep's wool. Beiersdorf was also a orniepe in developing the kigtcnis plaster and deodorizing soap. In 1925 Nivea was mkaedter for the first time in what is now its tenicivsidt blue containers. Its website says "Nivea has ... years of icnexepree in skin and beauty care and stands for venvoitna and high-quality products... we are close to consumers, offering them compelling, innovative products. Our brands enjoy sreanvliu trust." In 2010, Nivea announced its product Nivea Happiness Sensation.





UNJUMBLE THE WORDS

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

Nivea is most the of one skin in names trusted care. It is owned by the German company Beiersdorf, which was Carl pharmacist when 1911 in established Paul Beiersdorf developed the Nivea skin cream. The word 'nivea' is Latin for snow-white. product which Nivea is A key of is lanolin, found in sheep's wool. Beiersdorf was also a pioneer in the developing deodorizing and plaster sticking soap. In 1925 Nivea first was time marketed in for what the is now its distinctive blue containers. Its website says "Nivea has ... and skin in experience of years care beauty and stands products quality - high and innovative for... we are close to consumers, offering them compelling, innovative products. enjoy Our universal brands trust." In 2010, Nivea announced its product Nivea Happiness Sensation.





INSERT THE VOWELS

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

N_v _ _ s _ n _ _ f th _ m _ st tr _ st _ d n _ m _ s _ n sk _ n
c _ r _ . _ t _ s _ wn _ d by th _ G _ rm _ n c _ mp _ ny
B _ _ _ rsd _ rf, wh _ ch w _ s _ st _ bl _ sh _ d _ n 1911 wh _ n
ph _ rm _ c _ st C _ rl P _ _ l B _ _ _ rsd _ rf d _ v _ l _ p _ d th _
N _ v _ _ sk _ n cr _ _ m. Th _ w _ rd 'n _ v _ _ ' _ s L _ t _ n f _ r
sn _ w - wh _ t _ . _ k _ y pr _ d _ ct _ f N _ v _ _ _ s l _ n _ l _ n,
wh _ ch _ s f _ _ nd _ n sh _ _ p 's w _ _ l. B _ _ _ rsd _ rf w _ s
_ ls _ _ p _ _ n _ r _ _ n d _ v _ l _ p _ ng th _ st _ ck _ ng
pl _ st _ r _ nd d _ _ d _ r _ z _ ng s _ _ p. _ n 1925 N _ v _ _
w _ s m _ rk _ t _ d f _ r th _ f _ rst t _ m _ _ n wh _ t _ s n _ w
_ ts d _ st _ nct _ v _ _ bl _ _ c _ nt _ _ n _ rs. _ ts w _ bs _ t _
s _ ys "N _ v _ _ h _ s ... y _ _ rs _ f _ xp _ r _ _ nc _ _ n sk _ n
_ nd b _ _ _ ty c _ r _ _ nd st _ nds f _ r _ nn _ v _ t _ v _ _ nd
h _ gh - q _ _ l _ ty pr _ d _ cts... w _ _ _ r _ _ cl _ s _ _ t _
c _ ns _ m _ rs, _ ff _ r _ ng th _ m c _ mp _ ll _ ng,
_ nn _ v _ t _ v _ pr _ d _ cts. _ _ r br _ nds _ nj _ y _ n _ v _ rs _ l
tr _ st ." _ n 2010, N _ v _ _ _ nn _ _ nc _ d _ ts pr _ d _ ct
N _ v _ _ H _ pp _ n _ ss S _ ns _ t _ _ n.





PUNCTUATE THE TEXT AND ADD CAPITALS

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

nivea is one of the most trusted names in skin care it is owned by the german company beiersdorf which was established in 1911 when pharmacist carl paul beiersdorf developed the nivea skin cream the word 'nivea' is latin for snow-white a key product of nivea is lanolin which is found in sheep's wool beiersdorf was also a pioneer in developing the sticking plaster and deodorizing soap in 1925 nivea was marketed for the first time in what is now its distinctive blue containers its website says "nivea has ... years of experience in skin and beauty care and stands for innovative and high-quality products... we are close to consumers offering them compelling innovative products our brands enjoy universal trust" in 2010 nivea announced its product nivea happiness sensation





CHOOSE THE CORRECT TENSE

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

Nivea (be) one of the most trusted names in skin care. It (be) owned by the German company Beiersdorf, which was (establish) in 1911 when pharmacist Carl Paul Beiersdorf (develop) the Nivea skin cream. The word 'nivea' (be) Latin for snow-white. A key product of Nivea (be) lanolin, which is found in sheep's wool. Beiersdorf (be) also a pioneer in developing the sticking plaster and deodorizing soap. In 1925 Nivea was (market) for the first time in what (be) now its distinctive blue containers. Its website (say) "Nivea has ... years of experience in skin and beauty care and (stand) for innovative and high-quality products... we are (close) to consumers, (offer) them compelling, innovative products. Our brands (enjoy) universal trust." In 2010, Nivea (announce) its product Nivea Happiness Sensation.





REWRITE WITH SPACES

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

Niveaisoneofthemosttrustednamesinskincare.ItisownedbytheGermancompan
yBeiersdorf,whichwaseestablishedin1911whenpharmacistCarlPaulBeiersdorfde
velopedtheNiveaskincream.Theword`nivea`isLatinforsnow-
white.AkeyproductofNiveaislanolin,whichisfoundinsheep’swool.Beiersdorfwas
alsoapioneerindevelopingthestickingplasteranddeodorizingsoap.In1925Nivea
wasmarketedforthefirsttimeinwhatismnowitsdistinctivebluecontainers.Itswebsitesays
“Niveahas...yearsofexperienceinskinandbeautyandstandsforinnovati
veandhigh-
qualityproducts...weareclosetoconsumers,offeringthemcompelling,innovativep
roducts.Ourbrandsenjoyuniversaltrust.”In2010,NiveaannounceditsproductNiv
eaHappinessSensation.





CHOOSE THE CORRECT WORD

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

Nivea is one of the most _____ names in skin care. It is owned by the German company Beiersdorf, which was _____ in 1911 when pharmacist Carl Paul Beiersdorf developed the Nivea skin cream. The word 'nivea' is Latin for snow-white. A _____ product of Nivea is lanolin, which is found in sheep's wool. Beiersdorf was also a _____ in developing the _____ plaster and deodorizing soap. In 1925 Nivea was _____ for the first time in what is now its _____ blue containers. Its website says "Nivea has ... years of experience in skin and beauty care and stands for _____ and high-quality products... we are close to consumers, offering them compelling, innovative products. Our brands _____ universal _____." In 2010, Nivea announced its product Nivea Happiness Sensation.

- innovative*
- pioneer*
- enjoy*
- established*
- sticking*
- trust*
- trusted*
- distinctive*
- key*
- marketed*





PROJECT NIVEA

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

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

Main products			
How to improve them			
A brand new 'killer' product			
How Nivea 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.





NIVEA – ROLE PLAY 1

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

Role A – Nivea 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 – Nivea 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 – Nivea customer

You are a customer of Nivea. 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 Nivea. 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.





NIVEA – ROLE PLAY 2

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

Role A – Nivea New Products Director

You have created a new product for Nivea. 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 Nivea.

Role B – Nivea 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 – Nivea 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 – Nivea Shareholder

You know a lot about Nivea'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. _____





NIVEA SURVEY

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

Write five GOOD questions about Nivea 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/nivea.html>

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





WRITING 3 – LETTER OF APOLOGY

From: <http://www.businessenglishmaterials.com/nivea.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.





HOMEWORK

- 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 Nivea. Talk about what you discover with your partner(s) in the next lesson.

- 3. MAGAZINE ARTICLE:** Write a magazine article about Nivea. 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. NIVEA POSTER** Make a poster about Nivea. 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 NIVEA LESSON:** Make your own English lesson on Nivea. 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 Nivea. Share your findings with the class.

