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## **COLGATE-PALMOLIVE**

<http://www.BusinessEnglishMaterials.com/colgate-palmolive.html>



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## THE LISTENING / READING SCRIPT

From: <http://www.businessenglishmaterials.com/colgate-palmolive.html>

The Colgate-Palmolive Company is one of the world's biggest producers of household and personal hygiene goods. The Colgate half was founded in 1806 by soap and candle maker William Colgate. The Palmolive half was a rival company founded by B.J. Johnson who made a soap from palm and olive oils. The two companies merged in 1953. Today the company generates over \$15 billion a year in revenue. Its major competitor is Proctor and Gamble. Colgate-Palmolive have a very broad mix of brands, including Ajax cleaner, Palmolive soap, Colgate toothpaste, and Fab detergent. The chairman says the company is "deeply committed to advancing technology which can address changing consumer needs throughout the world". His website message states: "Our goal is to...create products that will continue to improve the quality of life for our consumers wherever they live."





## WARM UPS

From: <http://www.businessenglishmaterials.com/colgate-palmolive.html>

- 1. BRAINSTORM CHAT:** Write all the words you can think of about Colgate-Palmolive on the board or on a piece of paper. Talk about these words with your partner(s).
- 2. COLGATE-PALMOLIVE MORNING:** Each student pretends to be an employee of Colgate-Palmolive. They walk around the class and talk about the company and their job.
- 3. RUMOURS:** Each student writes down a pretend rumour about Colgate-Palmolive. They then walk around the class and talk to other students about their rumour.
- 4. GOOD AND BAD:** Brainstorm good and bad things about Colgate-Palmolive and write them on the board. Students talk about these in pairs.
- 5. TRUE OR FALSE:** Students find out several facts about Colgate-Palmolive. 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 Colgate-Palmolive. 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/colgate-palmolive.html>

The Colgate-Palmolive Company \_\_\_\_\_  
biggest producers of household and personal hygiene  
goods. The Colgate \_\_\_\_\_ in 1806 by  
soap and candle maker William Colgate. The Palmolive  
half was \_\_\_\_\_ founded by B.J. Johnson  
who made a soap from palm and olive oils. The two  
\_\_\_\_\_ 1953. Today the company  
generates over \$15 billion \_\_\_\_\_. Its  
major competitor is Proctor and Gamble. Colgate-  
Palmolive have a \_\_\_\_\_ brands,  
including Ajax cleaner, Palmolive soap, Colgate  
toothpaste, and Fab detergent. The chairman says the  
company is "\_\_\_\_\_ advancing technology  
which can address changing consumer needs throughout  
the world". His website message states: "Our goal is  
to...create products that will continue  
\_\_\_\_\_ quality of life for our consumers  
wherever they live."





## CORRECT THE SPELLING

From: <http://www.businessenglishmaterials.com/colgate-palmolive.html>

The Colgate-Palmolive Company is one of the world's biggest producers of household and personal nehegiy goods. The Colgate half was endfudo in 1806 by soap and candle maker William Colgate. The Palmolive half was a vlari company founded by B.J. Johnson who made a soap from palm and olive oils. The two companies emgrde in 1953. Today the company eetaersgn over \$15 billion a year in neereuv. Its major competitor is Proctor and Gamble. Colgate-Palmolive have a very broad mix of nbsdra, including Ajax cleaner, Palmolive soap, Colgate toothpaste, and Fab detergent. The chairman says the company is "deyple committed to advancing technology which can address changing rsucneom needs throughout the world". His website message states: "Our goal is to...create products that will continue to rpvoime the quality of life for our consumers wherever they live."





## UNJUMBLE THE WORDS

From: <http://www.businessenglishmaterials.com/colgate-palmolive.html>

The Colgate-Palmolive Company is one of the world's producers biggest and household of personal hygiene goods. was half Colgate The in founded 1806 by soap and candle maker William Colgate. The Palmolive half was a rival company J founded . by Johnson B who made a soap from palm and olive oils. The two companies merged in 1953. company Today generates the over \$15 billion a year in revenue. Its major competitor is Procter and Gamble. - broad Palmolive mix have of a Colgate very brands, including Ajax cleaner, Palmolive soap, Colgate toothpaste, and Fab detergent. The chairman says the company is "committed technology to deeply advancing which can changing throughout consumer address needs the world". His website message states: "Our goal is to...create products that will continue to improve the quality life of live they wherever consumers our for."





## INSERT THE VOWELS

From: <http://www.businessenglishmaterials.com/colgate-palmolive.html>

Th\_ C\_lg\_t\_-P\_lm\_l\_v\_ C\_mp\_ny \_s \_n\_ \_f th\_ w\_rld's b\_gg\_st pr\_d\_c\_rs \_f h\_\_s\_h\_ld \_nd p\_rs\_n\_l hyg\_\_n\_ g\_\_ds. Th\_ C\_lg\_t\_ h\_lf w\_s f\_\_nd\_d \_n 1806 by s\_\_p \_nd c\_ndl\_ m\_k\_r W\_ll\_\_m C\_lg\_t\_. Th\_ P\_lm\_l\_v\_ h\_lf w\_s \_r\_v\_l c\_mp\_ny f\_\_nd\_d by B.J. J\_hns\_n wh\_ m\_d\_ \_s\_\_p fr\_m p\_lm \_nd \_l\_v\_ \_\_ls. Th\_ tw\_ c\_mp\_n\_\_s m\_rg\_d \_n 1953. T\_d\_y th\_ c\_mp\_ny g\_n\_r\_t\_s \_v\_r \$15 b\_ll\_\_n \_y\_\_r \_n r\_v\_n\_\_ \_ts m\_j\_r c\_mp\_t\_t\_r \_\_s Pr\_ct\_r \_nd G\_mbl\_. C\_lg\_t\_-P\_lm\_l\_v\_ h\_v\_\_ \_v\_ry br\_\_d m\_x \_f br\_nds, \_ncl\_d\_ng \_j\_x cl\_\_n\_r, P\_lm\_l\_v\_ s\_\_p, C\_lg\_t\_ t\_\_thp\_st\_, \_nd F\_b\_d\_t\_rg\_nt. Th\_ ch\_\_rm\_n s\_ys th\_ c\_mp\_ny \_\_s "d\_\_ply c\_mm\_t\_t\_d t\_ \_\_dv\_nc\_ng t\_chn\_l\_gy wh\_ch c\_n \_ddr\_ss ch\_ng\_ng c\_ns\_m\_r\_n\_\_ds thr\_\_gh\_\_t th\_ w\_rld". H\_s w\_bs\_t\_ m\_ss\_g\_ st\_t\_s: "\_r g\_\_l\_s t\_\_...cr\_\_t\_ pr\_d\_cts th\_t w\_ll c\_nt\_n\_\_ t\_ \_mpr\_v\_ th\_ q\_\_l\_ty \_f l\_f\_f\_r \_\_r c\_ns\_m\_rs wh\_r\_v\_r th\_y l\_v\_."





## PUNCTUATE THE TEXT AND ADD CAPITALS

From: <http://www.businessenglishmaterials.com/colgate-palmolive.html>

the colgate-palmolive company is one of the world's biggest producers of household and personal hygiene goods the colgate half was founded in 1806 by soap and candle maker william colgate the palmolive half was a rival company founded by bj johnson who made a soap from palm and olive oils the two companies merged in 1953 today the company generates over \$15 billion a year in revenue its major competitor is proctor and gamble colgate-palmolive have a very broad mix of brands including ajax cleaner palmolive soap colgate toothpaste and fab detergent the chairman says the company is "deeply committed to advancing technology which can address changing consumer needs throughout the world" his website message states "our goal is to...create products that will continue to improve the quality of life for our consumers wherever they live"





## CHOOSE THE CORRECT TENSE

From: <http://www.businessenglishmaterials.com/colgate-palmolive.html>

The Colgate-Palmolive Company ..... (be) one of the world's biggest producers of household and personal hygiene goods. The Colgate half ..... (be) founded in 1806 by soap and candle maker William Colgate. The Palmolive half ..... (be) a rival company founded by B.J. Johnson who ..... (make) a soap from palm and olive oils. The two companies ..... (merge) in 1953. Today the company ..... (generate) over \$15 billion a year in revenue. Its major competitor ..... (be) Proctor and Gamble. Colgate-Palmolive ..... (have) a very broad mix of brands, including Ajax cleaner, Palmolive soap, Colgate toothpaste, and Fab detergent. The chairman ..... (say) the company is "deeply ..... (commit) to advancing technology which can address changing consumer needs throughout the world". His website message ..... (state): "Our goal is to...create products that will ..... (continue) to improve the quality of life for our consumers wherever they live."







## CHOOSE THE CORRECT WORD

From: <http://www.businessenglishmaterials.com/colgate-palmolive.html>

The Colgate-Palmolive Company is one of the world's biggest producers of \_\_\_\_\_ and personal \_\_\_\_\_ goods. The Colgate half was founded in 1806 by soap and candle \_\_\_\_\_ William Colgate. The Palmolive half was a \_\_\_\_\_ company founded by B.J. Johnson who made a soap from palm and olive oils. The two companies \_\_\_\_\_ in 1953. Today the company generates over \$15 billion a year in revenue. Its major \_\_\_\_\_ is Proctor and Gamble. Colgate-Palmolive have a very broad mix of brands, \_\_\_\_\_ Ajax cleaner, Palmolive soap, Colgate toothpaste, and Fab detergent. The chairman says the company is "\_\_\_\_\_ committed to advancing technology which can address changing consumer \_\_\_\_\_ throughout the world". His website message states: "Our goal is to...create products that will continue to improve the quality of \_\_\_\_\_ for our consumers wherever they live."

*rival*  
*competitor*  
*household*  
*deeply*  
*hygiene*  
*life*  
*merged*  
*needs*  
*maker*  
*including*





# PROJECT COLGATE-PALMOLIVE

From: <http://www.businessenglishmaterials.com/colgate-palmolive.html>

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

<b>Main products</b>			
<b>How to improve them</b>			
<b>A brand new 'killer' product</b>			
<b>How Colgate Palmolive is better than the competition</b>			
<b>How to beat the competition</b>			

**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.





# COLGATE-PALMOLIVE – ROLE PLAY 1

From: <http://www.businessenglishmaterials.com/colgate-palmolive.html>

## **Role A – Colgate-Palmolive 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 – Colgate-Palmolive 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 – Colgate-Palmolive customer**

You are a customer of Colgate-Palmolive. 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 Colgate-Palmolive. 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.





## COLGATE-PALMOLIVE – ROLE PLAY 2

From: <http://www.businessenglishmaterials.com/colgate-palmolive.html>

### **Role A – Colgate-Palmolive New Products Director**

You have created a new product for Colgate-Palmolive. 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 Colgate-Palmolive.

### **Role B – Colgate-Palmolive 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 – Colgate-Palmolive 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 – Colgate-Palmolive Shareholder**

You know a lot about Colgate-Palmolive'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. \_\_\_\_\_





# COLGATE-PALMOLIVE SURVEY

From: <http://www.businessenglishmaterials.com/colgate-palmolive.html>

Write five GOOD questions about Colgate-Palmolive 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.











## 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 Colgate-Palmolive. Talk about what you discover with your partner(s) in the next lesson.
- 3. MAGAZINE ARTICLE:** Write a magazine article about Colgate-Palmolive. 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. COLGATE-PALMOLIVE POSTER** Make a poster about Colgate-Palmolive. 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 COLGATE-PALMOLIVE LESSON:** Make your own English lesson on Colgate-Palmolive. 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 Colgate Palmolive. Share your findings with the class.

