
BUSINESS ENGLISH MATERIALS.com

RED BULL

<http://www.BusinessEnglishMaterials.com/red-bull.html>



CONTENTS

- | | |
|-----------------------------|-----------------------------|
| 2. Listening/Reading script | 12. Project |
| 3. Warm-ups | 13. Role play 1 |
| 4. Gap fill | 14. Role play 2 |
| 5. Correct the spelling | 15. Job interview role play |
| 6. Unjumble the words | 16. Discussion |
| 7. Insert the vowels | 17. Survey |
| 8. Punctuate the text | 18. Speed writing |
| 9. Choose the correct tense | 19. Letter of complaint |
| 10. Rewrite with spaces | 20. Letter of apology |
| 11. Choose the correct word | 21. Homework |

Follow me: <http://twitter.com/SeanBanville>



THE LISTENING / READING SCRIPT

From: <http://www.businessenglishmaterials.com/red-bull.html>

Red Bull is the world's most popular energy drink. It originated in Thailand and was brought to global attention by an Austrian toothpaste marketer called Dietrich Mateschitz. He was amazed how a Thai pick-me-up drink called Krating Daeng ("Red Bull" in Thai) helped him overcome jetlag on his trips to Thailand. He teamed up with Chaleo Yoovidhya, the maker of the drink and together they unleashed a global brand. It was launched in Hungary in 1992 and entered the U.S. market five years later. Forbes magazine cites both Mateschitz and Yoovidhya as being among the richest people in the world. Their company now sponsors successful Formula One racing teams and other sports. The drink is not without its controversies, one of which is Germany and Taiwan banning it for containing minute traces of cocaine.





WARM UPS

From: <http://www.businessenglishmaterials.com/red-bull.html>

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

2. RED BULL MORNING: Each student pretends to be an employee of Red Bull. They walk around the class and talk about the company and their job.

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

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

5. TRUE OR FALSE: Students find out several facts about Red Bull. 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 Red Bull. 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/red-bull.html>

Red Bull is the world's _____. It originated in Thailand and was brought _____ an Austrian toothpaste marketer called Dietrich Mateschitz. He was amazed how a Thai _____ Krating Daeng ("Red Bull" in Thai) helped him _____ to Thailand. He teamed up with Chaleo Yoovidhya, the maker of the drink and together _____ brand. It was launched in Hungary in 1992 and entered the U.S. market five years later. Forbes magazine cites both Mateschitz and Yoovidhya as _____ people in the world. Their company now sponsors successful Formula One racing teams and other sports. The drink is _____, one of which is Germany and Taiwan banning _____ traces of cocaine.





CORRECT THE SPELLING

From: <http://www.businessenglishmaterials.com/red-bull.html>

Red Bull is the world's most popular energy drink. It tgeaoiirdn in Thailand and was brought to global attention by an Austrian toothpaste aeterrmk called Dietrich Mateschitz. He was ezamda how a Thai pick-me-up drink called Krating Daeng ("Red Bull" in Thai) helped him cveeoomr jetlag on his trips to Thailand. He dmeeta up with Chaleo Yoovidhya, the maker of the drink and together they nedhuesal a global brand. It was launched in Hungary in 1992 and entered the U.S. market five years later. Forbes aanzimge cites both Mateschitz and Yoovidhya as being among the richest people in the world. Their company now spssoorn successful Formula One racing teams and other sports. The drink is not without its controversies, one of which is Germany and Taiwan nginabn it for containing unemit traces of cocaine.





UNJUMBLE THE WORDS

From: <http://www.businessenglishmaterials.com/red-bull.html>

Red Bull popular drink the most energy is world's. It originated in Thailand and was brought to global toothpaste Austrian an by attention marketer called Dietrich Mateschitz. He was amazed how a Thai pick-me-up drink called Krating Daeng ("Red Bull" in Thai) helped trips his on jetlag overcome him Thailand to. He teamed up with Chaleo Yoovidhya, the maker of the drink and brand global a unleashed they together. It was launched in Hungary and entered the U S . market five in 1992 years later. Forbes magazine cites both Mateschitz and Yoovidhya in people richest the among being as the world. Formula successful sponsors now company Their One racing teams and other sports. The drink is not without its controversies, one of which is Germany and Taiwan banning traces minute containing for it of cocaine.





INSERT THE VOWELS

From: <http://www.businessenglishmaterials.com/red-bull.html>

R_d B_ll _s th_ w_rld's m_st p_p_l_r _n_rgy
dr_nk. _t _r_g_n_t_d _n Th__l_nd _nd w_s
br__ght t_ gl_b_l _tt_nt__n by _n __str__n
t__thp_st_ m_rk_t_r c_ll_d D__tr_ch M_t_sch_tz.
H_ w_s _m_z_d h_w _ Th__ p_ck-m_-p dr_nk
c_ll_d Kr_t_ng D__ng ("R_d B_ll" _n Th__) h_lp_d
h_m _v_rc_m_ j_tl_g _n h_s tr_ps t_ Th__l_nd.
H_ t__m_d _p w_th Ch_l__ Y__v_dhy_, th_
m_k_r _f th_ dr_nk _nd t_g_th_r th_y _nl__sh_d
_ gl_b_l br_nd. _t w_s l__nch_d _n H_ng_ry _n
1992 _nd _nt_r_d th_ __.S. m_rk_t f_v_ y__rs
l_t_r. F_rb_s m_g_z_n_ c_t_s b_th M_t_sch_tz
_and Y__v_dhy_ _s b__ng _m_ng th_ r_ch_st
p__pl_ _n th_ w_rld. Th__r c_m_p_ny n_w
sp_ns_rs s_cc_ssf_l F_rm_l_ _n_ r_c_ng t__ms
_and _th_r sp_rts. Th_ dr_nk _s n_t w_th__t _ts
c_ntr_v_rs__s, _n_ _f wh_ch _s G_rm_ny _nd
T__w_n b_nn_ng _t f_r c_nt__n_ng m_n_t_
tr_c_s _f c_c__n_.





PUNCTUATE THE TEXT AND ADD CAPITALS

From: <http://www.businessenglishmaterials.com/red-bull.html>

red bull is the world's most popular energy drink it originated in thailand and was brought to global attention by an austrian toothpaste marketer called dietrich mateschitz he was amazed how a thai pick-me-up drink called krating daeng ("red bull" in thai) helped him overcome jetlag on his trips to thailand he teamed up with chaleo yoovidhya the maker of the drink and together they unleashed a global brand it was launched in hungary in 1992 and entered the us market five years later forbes magazine cites both mateschitz and yoovidhya as being among the richest people in the world their company now sponsors successful formula one racing teams and other sports the drink is not without its controversies one of which is germany and taiwan banning it for containing minute traces of cocaine





CHOOSE THE CORRECT TENSE

From: <http://www.businessenglishmaterials.com/red-bull.html>

Red Bull (be) the world's most popular energy drink. It originated in Thailand and was (bring) to global attention by an Austrian toothpaste marketer called Dietrich Mateschitz. He (be) amazed how a Thai pick-me-up drink (call) Krating Daeng ("Red Bull" in Thai) (help) him overcome jetlag on his trips to Thailand. He (team) up with Chaleo Yoovidhya, the maker of the drink and together they (unleash) a global brand. It was (launch) in Hungary in 1992 and (enter) the U.S. market five years later. Forbes magazine (cite) both Mateschitz and Yoovidhya as (be) among the richest people in the world. Their company now (sponsor) successful Formula One racing teams and other sports. The drink (be) not without its controversies, one of which is Germany and Taiwan (ban) it for (contain) minute traces of cocaine.





CHOOSE THE CORRECT WORD

From: <http://www.businessenglishmaterials.com/red-bull.html>

Red Bull is the world's most popular energy drink. It _____ in Thailand and was brought to global _____ by an Austrian toothpaste marketer called Dietrich Mateschitz. He was amazed how a Thai _____-me-up drink called Krating Daeng ("Red Bull" in Thai) helped him overcome _____ on his trips to Thailand. He teamed up with Chaleo Yoovidhya, the maker of the drink and together they _____ a global brand. It was _____ in Hungary in 1992 and entered the U.S. market five years later. Forbes magazine _____ both Mateschitz and Yoovidhya as being _____ the richest people in the world. Their company now sponsors successful Formula One racing teams and other sports. The drink is not without its controversies, one of which is Germany and Taiwan _____ it for containing _____ traces of cocaine.

jetlag

cites

unleashed

minute

originated

launched

banning

attention

among

pick





PROJECT RED BULL

From: <http://www.businessenglishmaterials.com/red-bull.html>

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

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





RED BULL – ROLE PLAY 1

From: <http://www.businessenglishmaterials.com/red-bull.html>

Role A – Red Bull 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 – Red Bull 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 – Red Bull customer

You are a customer of Red Bull. 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 Red Bull. 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.





RED BULL – ROLE PLAY 2

From: <http://www.businessenglishmaterials.com/red-bull.html>

Role A – Red Bull New Products Director

You have created a new product for Red Bull. 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 Red Bull.

Role B – Red Bull 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 – Red Bull 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 – Red Bull Shareholder

You know a lot about Red Bull'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. _____

Copyright © www.BusinessEnglishMaterials.com



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. _____

Copyright © www.BusinessEnglishMaterials.com



DISCUSSION (Write your own questions)

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

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





RED BULL SURVEY

From: <http://www.businessenglishmaterials.com/red-bull.html>

Write five GOOD questions about Red Bull 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 Red Bull. Talk about what you discover with your partner(s) in the next lesson.
- 3. MAGAZINE ARTICLE:** Write a magazine article about Red Bull. 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. RED BULL POSTER** Make a poster about Red Bull. 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 RED BULL LESSON:** Make your own English lesson on Red Bull. 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 Red Bull. Share your findings with the class.

