

BIRKENSTOCK -

THE UGLIEST YET THE MOST DESIRABLE SCANDALS EVER?



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Lead-in

1. Do you specifically focus on certain brands?
2. Are brands an indicator of quality or a well-thought-out marketing strategy?
3. In what ways can a company shape its brand reputation, and how can various stakeholders, including employees and customers, contribute to this reputation?
4. Does clients' loyalty to a particular brand impact the success of the business?
5. How can a company ensure consistency in its branding across various platforms and touchpoints? What challenges might arise in maintaining a cohesive brand image?
6. Is it easy to sustain a brand's reputation and recognition?



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READING

Pre-read discussion:

- Are you familiar with Birkenstock shoes?
- Why do you think they have gained such popularity and fame?
- Would you consider them timeless, or do you anticipate the trend fading away?

Read the article Birkenstock: Once-uncool sandal maker now worth billions and answer these questions:

1. What is the origin of the company, and how old is it?
2. How did Birkenstock become one of the most desirable shoes globally?
3. What are the opinions regarding the future of the company and the continued popularity of their shoes?
4. Why does the article mention the listing and stock price shares of Birkenstock?
What is an IPO, and what might these indicators suggest?
5. What are the general comments from clients mentioned in the article?

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Vocabulary from the article:

Match the expressions from the article on the right with their synonymous phrases.

1/ Public Offering:	a/ Spirit of the Times
2/ To Trade Lower/Higher:	b/ Ongoing Doubt
3/ Sturdy Support:	c/ Compromise
4/ A Seal of Approval:	d/ IPO (Initial Public Offering)
5/ Lingering Skepticism:	e/ Decrease/Increase in Value
6/ A Trade-Off:	f/ Solid Backing
7/ Cultural Zeitgeist:	g/ Pressing Issues
8/ Fetch In:	h/ Stamp of Approval
9/ Listing:	i/ Going public/ stock market debut
10/ Acute Concerns:	j/ Bring In

Fill in the blanks with the appropriate words from the list:

- 1.The company's _____ was met with enthusiastic response from investors, indicating a positive outlook for its future on the stock market.
- 2.Before making any investment decisions, it's crucial to assess the potential _____ and benefits to ensure a balanced portfolio.
- 3.The regulatory authorities provided their _____ for the new financial product, assuring investors of its compliance with industry standards.
- 4.In the current economic climate, there is a noticeable _____ that reflects the prevailing attitudes and trends influencing business decisions.



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5. Investors are closely monitoring the stock's performance, hoping it will not _____ in the coming weeks as they consider entering the market.

6. The management team sought _____ from experienced financial advisors to navigate the complexities of the initial public offering.

7. Despite initial excitement, there is some _____ among investors about the company's ability to sustain its recent success in the competitive market.

8. Companies often weigh the pros and cons in a strategic decision-making process, considering the potential _____ between short-term gains and long-term stability.

9. The CEO emphasized the need for _____ from key stakeholders to ensure the successful implementation of the new business strategy.

10. The decision to delay the stock _____ was driven by the need to align with market conditions for optimal investor engagement.



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VIDEO

Watch the video What Is Branding? 4 Minute Crash Course. and comment on different perspectives on branding:

1. speaker's perspective
2. designers' perspective
3. the companies' (the speaker's clients' perspective)

adapted from: eslbrains

Post-video discussion:

1. In what ways does a brand differ from a logo or a product, and why is it crucial to understand this distinction?
2. How does a customer's perception of a brand impact their decision to purchase or engage with a product or service? Feel free to share any personal examples.
3. What is the significance of storytelling in branding, and how can skillful storytelling contribute to the establishment of a robust brand identity?



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EXTRA VOCABULARY

The following dialogue provides several practical, useful, and advanced expressions that could prove beneficial when presenting your brand to a potential client. Pay close attention to the expressions in bold and translate the sentences below, checking your understanding of these expressions.

Sales Representative (SR): Good afternoon, Mr. Anderson. Thank you for considering our brand. I'd like to illustrate why investing in our product line is a **judicious decision**. First and foremost, our brand **epitomizes a paradigm shift in the industry**, leveraging cutting-edge technology and innovative design.

Potential Client (PC): I appreciate that, but what sets your brand apart from the competition?

SR: Excellent question, Mr. Anderson. Our product portfolio **boasts unparalleled efficacy**, a testament to our **unwavering commitment to research** and development. Moreover, **we've curated a seamless user experience**, meticulously engineered to enhance efficiency and productivity.

PC: Efficiency is crucial, but what about the longevity of your products? How can I be assured of their durability?

SR: **A valid concern, indeed**. Our products undergo rigorous quality assurance protocols, **adhering to the most stringent industry standards**. This commitment to excellence ensures not only durability but also a lasting investment for our discerning clientele.

PC: Impressive. Yet, in today's dynamic market, adaptability is key. How does your brand stay ahead of evolving trends?



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SR: We **pride ourselves on** being at the vanguard of industry trends. Our dedicated team of trend analysts consistently monitors the market landscape, allowing us to proactively integrate emerging technologies and design concepts. This foresight guarantees that our **clients are equipped with** products that not only meet current demands but also **anticipate future needs**.

PC: Forward-thinking indeed. However, trust is paramount in any business relationship. How can I be certain that your brand will deliver on its promises?

SR: Trust is the cornerstone of our ethos. **Our track record speaks volumes**, with a history of exceeding client expectations. Additionally, we offer comprehensive warranties and after-sales support, providing you with peace of mind and a solid foundation for a lasting partnership.

PC: Your proposition is compelling, but budget considerations are always a factor. How does the cost of your products align with their value?

SR: We understand the importance **of fiscal responsibility**. While our products reflect a premium quality, we've **diligently optimized our production processes** to offer a competitive pricing structure. The **value you receive far surpasses the investment**, making it a strategic decision for your bottom line.

PC: Thank you for addressing my concerns. Your thorough explanation has certainly given me much to consider.

SR: It's been my pleasure, Mr. Anderson. Should you have any further inquiries or if there's specific information you require, **I'm at your disposal**. We are confident that **choosing our brand will not only meet but exceed your expectations**, establishing a mutually beneficial partnership.



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Sentences to translate:

W celu zapewnienia pełnej satysfakcji starannie zoptymalizowaliśmy nasze procesy produkcyjne.

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Nasze osiągnięcia mówią same za siebie.

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Właśnie dzięki przestrzeganiu najbardziej rygorystycznych standardów możemy zapewnić najwyższą jakość.

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Szczycimy się wyznaczaniem przełomowego kierunku w branży.

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Przez 20 lat na rynku możemy pochwalić się niezrównaną skutecznością.

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Stworzyliśmy bezproblemowe/łatwe doświadczenie użytkownika.

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To rzeczywiście uzasadnione zmartwienie, jednak zapewniam, że przewidujemy przyszłe potrzeby.

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Wartość, jaką otrzymujesz, znacznie przewyższa inwestycję.

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Wybierając naszą markę, nie tylko spełnisz, ale także przekroczysz oczekiwania.

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Jestem w pełni do dyspozycji.

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GENERAL GRAMMAR ADVANCED PRACTICE

Analyze these sentences, identify any grammatical mistakes, and correct them. You will find an explanation for each example in the answer key. Feel free to ask your teacher for any further clarification if needed.

1. She recommended me that I take a few days off from work.

2. I tried to explain him the problem, but he had difficulty understanding me.

3. I don't know why you didn't go. If I were you, I should have gone.

4. Kate claims that if she got an MBA after finishing her bachelor's degree, she might have been considered for the position.

5. Kevin says he stopped to travel internationally because of his family.

6. We regret informing you that your application has been denied.



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7.The interview was broadcasted live over the internet.

8.I'm so glad that he spoke in my behalf because I felt awful that I couldn't make it to the event.

9.At first I studied engineering in college, but I ended getting a marketing degree.

10.It was a frustrating situation because we were incapable of helping.

source: <https://www.businessenglishresources.com/>



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IN-CLASS discussion

Choose the statements that you find most interesting to comment on and enjoy the discussion with a partner/in group.

- A company's branding **goes hand in hand with** all the elements of the company's culture.
- When people have different images of the same brand, it means that a company **isn't consistent with** their brand's messaging.
- Companies that **stand for** social causes often build stronger connections with socially conscious consumers.
- As logos are usually simple, they fail to **convey the message** about the brand to potential customers.
- Ethical practices are extremely important for some companies, like pharmaceutical or clothing companies, if they want to **stand out from** their competitors.
- When selecting brand ambassadors, companies should look for people in the public eye who can **appeal to** the aspirations and desires of consumers.



source:eslbrains