

Speaking

Preparation time: 5 min.

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The regional authorities at your place announced a contest for citizens. Participants are expected to suggest an idea of a regional brand or regional symbol. You and your partner need to decide what it should be and why.

Discuss the following:

- 1) What are pros and cons of tentative brands?
- 2) What problems can arise in designing and promoting them?
- 3) Which is more likely to appeal to people?

Make decisions about:

- a) the type of brand you would like to work out (person, animal, place, thing, etc.),
- b) the main requirements for the regional brand,
- c) the stages of creating a regional brand.

Remember:

- to be polite,
- to keep the conversation going,
- to come up with the decision.