



WATCH VIDEO: Supermarket Persuasion (23 min) (Eco E8)



Task 2: Supermarket Persuasion

While you watch Supermarket Persuasion answer the following questions

1. What are staple items? _____
2. Who make more impulsive buys? Men / Women
3. Where are the most profitable items? _____
4. Where are the flowers located? _____
5. What is a demand item? Give an example _____

6. Why is meat often at the back of a supermarket? _____

7. Why are cereal boxes so big? _____
8. What is layered merchandising? _____

9. What is a typical mark-up in a supermarket? _____
10. Why might you use a coupon? _____

11. What is a tie-in display? Give an example. _____

12. What are the three levels of brands? _____
