

TEST 2, WRITING TASK 2

This is an answer written by a candidate who achieved a **Band 6.5** score.

Advertising has been developed as one of the main pillars in business world. Although there are multiple ways of advertising a product, it appears to be that companies keep insisting on the new features their product has and this might not be a good idea.

First of all, it is important to say that marketing and advertising can make a difference in a competitive system. Furthermore, companies need to show that their new product is better than the previous ones and those from rival companies. Thirdly, this forces companies to innovate and improve their products. For example, Apple brings a new iPhone almost every year, reinventing it each time.

Although it might seem a good idea, actually this kind of advertising could possibly lead to the worst situation. This is called aggressive marketing because it centres the consumer attention in a specific characteristic and ignoring the rest. An specific example could be "No man's sky" videogame which was advertised as the revolutionary game that would change videogames concept. Unfortunately, that was far from reality. The game had a lot of problems and errors that made obvious the developer company stressed too much in advertising.

In conclusion, I think focusing in new features is good for the companies but has a terrible effect for consumers, who might end up disappointed after buying the product.

Here is the examiner's comment:

The candidate directly addresses the question and presents a clear position. They give three reasons why businesses advertise the 'new' aspects of their products and illustrate this by referring to the Apple iPhone (the second paragraph). In the second part of the response, they give an example of a 'new' videogame that disappointed many customers when it was launched because it did not meet the high expectations. This is a good response, but it does not reach the minimum word count of 250. Further development of these ideas would lead to a higher Band Score.

Organisation is clear with good use of cohesive devices, although in the second paragraph, devices are quite mechanical, placed at the start of each sentence [*First of all* | *Furthermore* | *Thirdly* | *For example*]. There is effective paragraphing to group the ideas together. The range of vocabulary is both adequate and appropriate, with some good use of collocation [*make a difference* | *forces companies to innovate* | *end up disappointed*]. There is a variety of complex sentence forms, with a high level of accuracy, although some errors remain.

If the candidate had met the minimum word count of 250 words, they could have demonstrated a wider range of vocabulary and grammatical structures and achieved a higher score.