

3.5 Writing A product description



Discussion

1 Identify the four features of this car and the four corresponding benefits to consumers. Then discuss the questions below.

safe braking and cornering alloy wheels 3.0l V6 engine air-conditioned comfort
power on demand ABS automatic climate control head-turning good looks

- 1 What do you look for in a car – features or benefits? Why?
- 2 When you buy a computer, a mobile phone, or software, are you more interested in its features or benefits? What about other products?

Scan reading

2 Read the product description below and number the five sections in the box in the order they appear in the article.

- compatibility background details of features and benefits
 invitation overview of benefits

OpenOffice.org 1.1

Great software – now better than ever

- A** An estimated 16 million + people have downloaded OpenOffice.org 1.0 in over 30 languages. OpenOffice.org is now proud to announce OpenOffice.org 1.1. More powerful, more compatible, more international, more accessible, more open than ever – and, best of all, this world-class software is still free!

A new approach to office productivity software

- B** OpenOffice.org 1.1 gives you everything you'd expect in office software. You can create dynamic documents, analyse data, design eye-catching presentations, produce dramatic illustrations and open up your databases. You can publish your work in Portable Document Format (PDF) and release your graphics in Flash (SWF) format – without needing any additional software. OpenOffice.org 1.1 is now available for more users than ever, with support for complex text layout (CTL) languages (such as Thai, Hindi, Arabic and Hebrew) and vertical writing languages.
- C** If you're used to using other office suites – such as Microsoft Office – you'll be completely at home with OpenOffice.org 1.1. However, as you become used to OpenOffice.org 1.1, you'll start to appreciate the extras that make your life easier. You can of course continue to use your old Microsoft Office files without any problems – and if you need to exchange files with people still using Microsoft Office, that's no problem either.

What's in the suite?

- D** **WRITER** – a powerful tool for creating professional documents. You can easily integrate images and charts in documents, create everything from business letters to complete books and web content.
CALC – a feature-packed spreadsheet. Use advanced spreadsheet functions and decision-making tools to perform sophisticated data analysis. Use built-in charting tools to generate impressive 2-D and 3-D charts.
IMPRESS – the fastest way to create effective multimedia presentations. Your presentations will truly stand out with special effects, animation and high-impact drawing tools.
DRAW – produce everything from simple diagrams to dynamic 3-D illustrations and special effects.
Find out more – try it today!
Click here to view an [introduction to OpenOffice.org](#) in Flash format!

Reformulating

3 R&D departments often focus on describing features, while marketing departments tend to describe benefits to consumers. Read the eight features described by R&D and underline their corresponding benefits in the text in 2.

- 1 International open source code application available to download (paragraph A)
... this world-class software is still free!
- 2 Fully integrated suite of office applications (paragraph B)
- 3 Supports PDF and SWF publishing without plug-ins (paragraph B)
- 4 Intuitive user interface (paragraph C)
- 5 Fully compatible with other document formats (paragraph C)
- 6 Image integration capability (paragraph D)
- 7 Built-in 2-D and 3-D charting tools (paragraph D)
- 8 Diagram and special effects functions (paragraph D)

4 Reformulate the product features of the Creole Audio Manager in terms of benefits.

- 1 Fully integrated multi-format audio and video player
Creole gives you everything you'd expect from an audio player; watch and play video and music in all popular formats.
- 2 Downloadable shareware
- 3 Full PC and Mac compatibility
- 4 Music search, download and organizer features
- 5 Online radio and TV capability
- 6 Built-in CD-burning tool
- 7 Intuitive user interface and foolproof operation
- 8 Karaoke function



Internet research

The MP3 player market has huge potential for growth, and China wants its share. Search for the keywords *MP3 player market China* and write a short summary on your findings.

Writing

5 Write a product description of the Earworm2, a portable MP3 player, using the notes below. (Alternatively, use a product of your choice.) Focus on the benefits to consumers, adding any details you feel are appropriate.

| | |
|----------------------------------|--|
| Background | Over 30 million Earworm players all over the world New Earworm2 now available Smaller, lighter, stronger, more memory |
| Overview of benefits | Only 1 cm thick, less than 250 g, 4GBs: take your music everywhere you go - plays up to 20,000 songs |
| Compatibility | All popular music formats, PC, Mac, subscription services |
| Details of features and benefits | Attention-grabbing design Shockproof, water-resistant aluminium case 9 cm x 5 cm x 1 cm, 245 g 40 gigabytes storage = 20,000 songs 30-hour autonomy Built-in FM radio Built-in mic for voice recording Large 4 cm x 3 cm LCD screen Intuitive user interface and file management 2-year guarantee |
| Invitation | 2-week no quibble money-back guarantee |

