

BREVET DE TECHNICIEN SUPERIEUR (BTS)

ÉPREUVE OBLIGATOIRE ORALE DE LANGUES VIVANTES

LIBELLÉ DE LA LANGUE VIVANTE : ANGLAIS

INDUSTRIEL/SCIENCES SANITAIRES ET SOCIALES
(support commun) *

TERTIAIRES

SPÉCIALITÉS (*pour la filière tertiaire uniquement*) : BTS COMMUNICATION

Niveau de langue (le cas échéant) : LVA LVB

Support annexe à télécharger : Audio Vidéo

Ce support d'épreuve intègre des éléments en couleur. S'il est choisi par l'évaluateur, il est nécessaire que chaque élève dispose d'une impression en couleur.

**L'usage de calculatrice, dictionnaire, appareil connecté est interdit.
Ce support d'épreuve doit être rendu à l'examineur à la fin de l'épreuve**

* cf. programme et définition de l'épreuve de langue selon l'arrêté du 22 juillet 2008

BTS COMMUNICATION
E22-PRODUCTION ORALE EN CONTINU ET EN INTERACTION ANGLAIS LVA

SUJET 27

Situation :



Imagine you work for an advertising agency. You are in charge of a new Starbucks campaign. You present your creation (the poster on the left) to your clients. Use the following documents and your own ideas to present and analyze the situation.

You may use the following hints:

- Brand image
- Customers' psychology and feelings
- Capturing customers' attention

<https://www.used.forsale/starbucks-poster>

Document 1 :

Video: **Starbucks's Marketing Strategies**

Source: www.youtube.com/@ChoiceHacking, October 6, 2021

Document 2:

Decoding consumer behaviour: What neuroscience can teach us

At its core, consumer behaviour is influenced by a myriad of psychological and neural processes. Neuroscience helps us decode these processes by examining the brain's activity in response to various stimuli. Here are some key insights that neuroscience provides about consumer behaviour:

The Role of Emotions in Decision Making

Emotions play an important role in shaping our decisions, often more so than rational thought. Neuroscience reveals that emotional responses influence our decisions even before we are aware of it. For instance, the sight of a familiar logo or the sound of a catchy jingle can cause positive emotions, driving brand preference and loyalty.

The Power of Reward Systems

When we anticipate or receive a reward, our brain releases dopamine, a neurotransmitter that creates feelings of pleasure and satisfaction. Marketing strategies that tap into this reward system—such as loyalty programs, discounts, or exclusive offers—can effectively motivate consumer behaviour.

Attention and Perception

In a world saturated with information, capturing consumer attention is a significant challenge. Visual and auditory material that stands out—through contrast, movement, or novelty—are more likely to capture attention. Marketers can use these insights to design eye-catching ads that stand out from the crowd.

<https://eunbs.com/decoding-consumer-behaviour-what-neuroscience-can-teach-us/>
June 4, 2024