

The 7 Steps - August



Pocari Sweat

1. CONTEXT

Mindmap anything you know about the topic, including vocabulary. Do some research online to help.

2. QUESTIONS

Read the listening questions to check your understanding. Look up any new vocabulary.

3. LISTEN

Listen and answer the questions using full sentences. Circle the number of times and % you understood.

Listening Questions 1

1. What kind of drink is Pocari Sweat and which company produces it?
_____.
2. What happened in 1973 that inspired the drink's creation?
_____.
3. Who is their main competitor and what has been the sales trend for sports drinks in Japan since 2015?
_____.
4. When did they start exporting Pocari Sweat and which area of the world do they mainly export to?
_____.
5. What should Pocari Sweat be careful about if considering exporting to English-speaking countries?
_____.

Listening Questions 2

1. What did Otsuka release in 2013 and how is it unique?
_____.
2. What are two more products Otsuka released and their benefits?
_____.
3. What did Pocari Sweat achieve in 2019?
_____.
4. What will happen in 2021 and what do Otsuka hope to achieve?
_____.
5. How did Otsuka engage with younger children through this project?
_____.

Discussion Questions

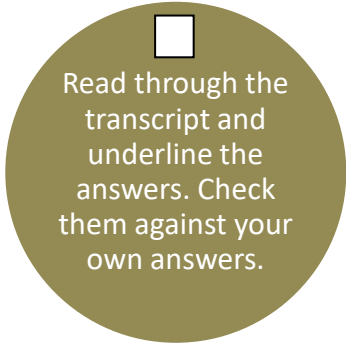
1. Do you often drink sports drinks? How do you feel the sports / energy drink market is going recently?
2. What are some other recent marketing success stories in Japan?

Listening 1				
1	2	3	4	5
%	%	%	%	%

Listening 2				
1	2	3	4	5
%	%	%	%	%

TRANSCRIPT 1

4. CHECK ANSWERS

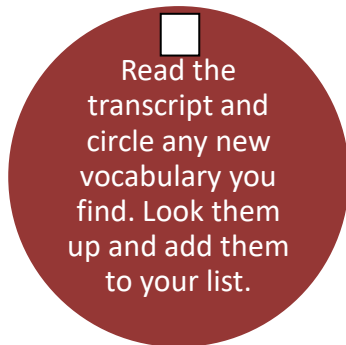


Pocari Sweat is a popular sports drink brand made by Otsuka Pharmaceutical Company. It was created in 1980 and it has an interesting origin story. In the early 70s, an Otsuka researcher was hospitalized with an upset stomach while on a business trip in Mexico. The doctor who **treated** him told him that he needed to recover by drinking enough water and consuming electrolytes. The doctor then gave him a soda. The researcher thought it would be better if there was a single drink that could provide both.

In 1973, that same researcher again was in a hospital and he saw a doctor drinking an I.V. solution to rehydrate after performing surgery. That **inspired** him to create a drink that could rehydrate and replenish the electrolytes of people like an I.V. Otsuka developed Pocari Sweat through trial and error. It took over 1,000 trial products before they found that mixing one of the trial products with a citrus juice powder created a good tasting drink. Before that, all the products had a very bitter taste.

In 2015, Pocari Sweat had 23% of the sports drink market share in Japan, **trailing** Coca Cola's popular Aquarius brand which had 43%, after which there has been a gradual trend of decreasing sales of these drinks in Japan. As of 2019, Pocari Sweat is sold in more than 20 countries or territories. Almost all of the countries where Pocari Sweat is sold are in Asia, with Egypt being the only exception. If Otsuka ever launches Pocari Sweat in an English-speaking country, it should consider changing the product name as native English speakers would not likely want to drink something called "sweat."

5. CHECK VOCABULARY



MATCH THE ANTONYMS BY DRAWING LINES BELOW:

Treat

Discourage

Inspire

Minimize

Trail

Commence

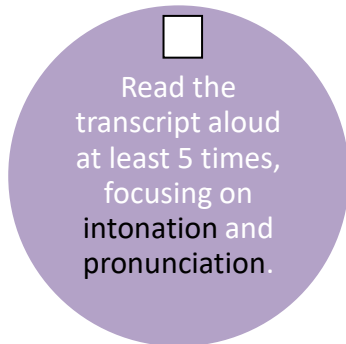
Maximize

Neglect

Culminate

Lead

6. READ ALOUD



1	2	3	4	5
1	2	3	4	5

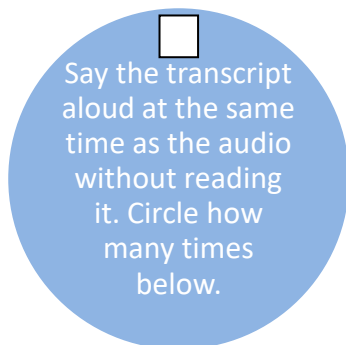
TRANSCRIPT 2

Pocari Sweat is always trying to innovate with their products. In 2013, Otsuka launched Pocari Sweat Ion Water, which is a low-sugar and low-calorie version of Pocari Sweat. The regular version has 26 calories per 100ml and the Ion Water has only 11 calories per 100ml. They brought out a powdered version of the drink for people to mix with water at their own convenience and a jelly form to help with maintaining hydration before and during exercise. Most recently, to deal with the increasingly hotter summers in Japan, they came out with an 'Ice Slurry' which is a frozen version of the drink for athletes and workers who deal with extremely high temperatures.

Pocari Sweat are a big supporter of sports 'Bukatsu,' or clubs in high schools around Japan, often promoting healthy living and how to **maximize** their athletic performance. This **culminated** in Otsuka receiving top prize in the Japan Marketing Awards of 2019 for their ability to engage with younger sports players despite a regularly changing target market.

In 2014, Pocari Sweat launched the 'Lunar Dream Capsule Project' where they plan to send the powdered form of their drink 380 000km away to be the first sports drink on the moon. The plan is to eventually mix this with water from the moon after being sent on an Astrobotic lunar lander set to launch in 2021. Children in Japan have been requested to write down their hopes and dreams which are then lasered onto titanium plates which will form part of the capsule.

7. SHADOWING



1	2	3	4	5
1	2	3	4	5