

The 7 Steps -
November



1. CONTEXT



Under Armour

Listening Questions 1

1. What happened at Kevin Plank's football practice during summer?
_____.
2. What were the benefits of Under Armour T-shirts?
_____.
3. In 1996, what were the company's total sales? How did he sell T-shirts?
_____.
4. What film helped get Under Armour a lot of exposure?
_____.
5. Who starred in the film and what was it about?
_____.

Listening Questions 2

1. What other product areas has Under Armour expanded into?
_____.
2. Who are Under Armour's two main competitors?
_____.
3. In 2017, how much revenue did Under Armour earn worldwide?
_____.
4. Under Armour makes uniforms for which two Japanese pro sports teams?
_____.
5. What have two of Under Armour's individual superstars achieved?
_____.

Discussion Questions

1. What sports brands do you normally buy? What makes you choose them?
2. Does a brand being endorsed by a celebrity impact your buying habits? Why or why not?

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 1				
1	2	3	4	5
%	%	%	%	%

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

4. CHECK ANSWERS

Read through the transcript and underline the answers. Check them against your own answers.

5. CHECK VOCABULARY

Read the transcript and circle any new vocabulary you find. Look them up and add them to your list.

6. READ ALOUD

Read the transcript aloud at least 5 times, focusing on intonation and pronunciation.

1	2	3	4	5
1	2	3	4	5

7. SHADOWING

Say the transcript aloud at the same time as the audio without reading it. Circle how many times below.

1	2	3	4	5
1	2	3	4	5

TRANSCRIPT 1

Kevin Plank, the founder of Under Armour, was inspired to create his company after having a bad experience during football practice. In 1995, Plank was a player on the University of Maryland American football team and during summer practices, he had to change the cotton T-shirts that he wore under his jersey because they quickly became **soaked** with sweat. Also, he noticed that his compression shorts stayed dry.

That experience inspired him to create undershirts made of moisture-wicking fabric like his shorts. The shirts would keep athletes dry, support their muscles, and help **regulate** their body temperature. Under Armour was founded in 1996 in Plank's grandmother's basement in Washington DC.

After that, he visited locker rooms of football teams all over the East coast of the US, selling shirts from the trunk of his car. By the end of 1996, he had sold \$17,000 worth of products. He also gave away samples to university equipment managers whom he hoped would be impressed by the quality of the shirts.

In 1999, the brand got a lot of **exposure** in the Oliver Stone football film 'Any Given Sunday.' In the film, the players wear Under Armour gear under their uniforms, so the UA logo and products are visible in several scenes. The film starred Al Pacino and focused on life in the world of professional football.

MATCH THE ANTONYMS BY DRAWING LINES BELOW:

Soaked	Collective
Regulate	Be ahead of
Exposure	Contract
Expand	Parched
Lag behind	Concealment
Individual	Worsen

TRANSCRIPT 2

Over the last 20 plus years, Under Armour has **expanded** its product line from football training gear to apparel, footwear, and accessories for numerous sports for men, women, and kids.

In North America in 2017, Under Armour was the third-largest sportswear maker in terms of revenue. Nike was number one with about \$14.8 billion, Adidas was number two with about \$6.4 billion, and Under Armour was number three with about \$3.8 billion in revenue. Although Under Armour is doing well in North America, it still **lags** far **behind** Nike and adidas in worldwide sales. In 2017, Nike, adidas, and Under Armour had \$30.57 billion, \$21.2 billion, and \$5 billion in worldwide revenue, respectively.

As part of its international expansion, Under Armour has become the kit maker for several soccer clubs around the world including the English club Southampton and the Japanese club Omiya Ardija. It also makes the uniforms for the Yomiuri Giants baseball team. Two of Under Armour's **individual** stars include Steph Curry, who as of 2019 had won 2 NBA MVP awards, and Jordan Spieth, a golfer who has won three major tournaments on the PGA Tour.