

The 7 Steps - August



1. CONTEXT

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



Oakley

2. QUESTIONS

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

Listening Questions 1

1. When and where was Oakley founded?
_____.
2. How did Jim Jannard choose the name of the company?
_____.
3. What was Oakley's first product?
_____.
4. Why were the O Frame goggles so successful for Oakley?
_____.
5. What feature of the O Frame helped build Oakley's brand awareness?
_____.

Listening Questions 2

1. As of 2014, how many patents had been awarded to Oakley?
_____.
2. Other than eyewear, name at least 2 of Oakley's other products.
_____.
3. How much did Luxottica pay to acquire Oakley in 2007?
_____.
4. In how many retail stores are Oakley products sold globally?
_____.
5. What happened to the parent company in 2018?
_____.

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
%	%	%	%	%

Discussion Questions

1. How important is wearing sunglasses to you? Do you wear them for fashion or eye health?
2. How do you feel about companies constantly merging with others to dominate their market?

4. CHECK ANSWERS

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

TRANSCRIPT 1

Oakley Inc. was founded in 1975 in the Orange County area of California in the US. The company is probably most famous now for its sunglasses and other eyewear, but it originally sold parts for motocross motorcycles. Founder Jim Jannard named the company "Oakley" after his dog and his first product was the Oakley Grip, which was a grip for motorcycle handlebars. Over the years, Oakley produced gloves, elbow guards, chin guards, and goggles for BMX bikes and motorcycles.

In 1980, Oakley released its O Frame goggles, which were a **breakthrough** product for the company. The goggles had a curved lens that provided the riders with a clear and wide **peripheral** view. The O Frame became a popular product with several professional motocross riders. Having the Oakley logo **prominently** displayed on the side of the goggles' strap helped build **awareness** of the brand.

5. CHECK VOCABULARY

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

MATCH THE ANTONYMS BY DRAWING LINES BELOW:

- | | |
|--------------|-----------------|
| Breakthrough | Central |
| Peripheral | Give away |
| Prominently | Ignorance |
| Acquire | Insignificantly |
| Merge | Setback |
| Awareness | Separate |

6. READ ALOUD

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

TRANSCRIPT 2

In 1984, Oakley introduced Eyeshades, the first sport performance eyewear, according to the company. Over the next 3 decades, Oakley continued to innovate and as of July 2014, it had been awarded more than 575 patents and 1,100 trademarks. Oakley products are sold in over 100 countries and its product lineup now includes eyewear, apparel, footwear, watches, and other accessories.

The Oakley brand was **acquired** by Luxottica in 2007 for \$2.1 billion. Luxottica also owns Ray-Ban and it controls the licenses for a number of other designer eyewear brands such as Prada, Armani, and Brooks Brothers. Oakley products can be found at more than 7,000 retail locations around the world that are operated by its parent company.

In October 2018, Luxottica **merged** with French based company Essilor to create EssilorLuxottica, which now occupies almost 30% of the global market share. This represents nearly one billion pairs of lenses and frames sold every year.

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