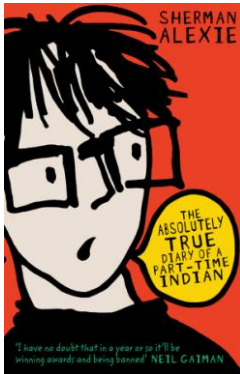
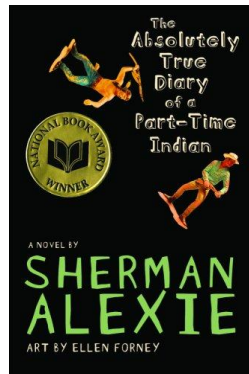


WRITTEN TASK

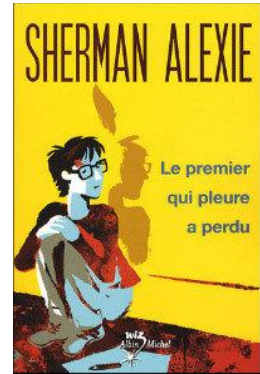
As a book cover tester write a note to the publishing company



book cover A



book cover B



book cover C

Written task: *The publishing company you have been testing the 3 book covers for is now eager to get your conclusions. They want to know which book cover is the most attractive and the most likely to incite a young reader your age to buy the book. Write them a short note (150 words) to explain your final choice.*

This is how you may start:

As a tester I would strongly recommend to choose... (book cover A B C)

Indeed I find it the most because

Tool box:

✚ **Here are a few words you might need to use:**

- To be attractive / appealing / convincing /
- To be fit : *bien convenir*
- To be relevant: *être pertinent*

- To convince / to persuade / to entice sb to do sth
- To incite sb to do sth
- To appeal to sb = to entice sb : *charmer, attirer, appâter*

- A reader
- A buyer
- to target (*in marketing*) : *viser*
- to be targeted at : *avoir pour cible...*

- children / teenagers / young adults / adults

✚ **Don't forget to express likes, dislikes and preferences. Feel free to make suggestions and to give the publisher as much advice as you want.**

✚ **Make sure you use adequate opening and closing formulae such as:**

- Dear Sir, Dear Mr. Smith, Dear Mrs Daniels,...
- Best regards / Sincerely yours