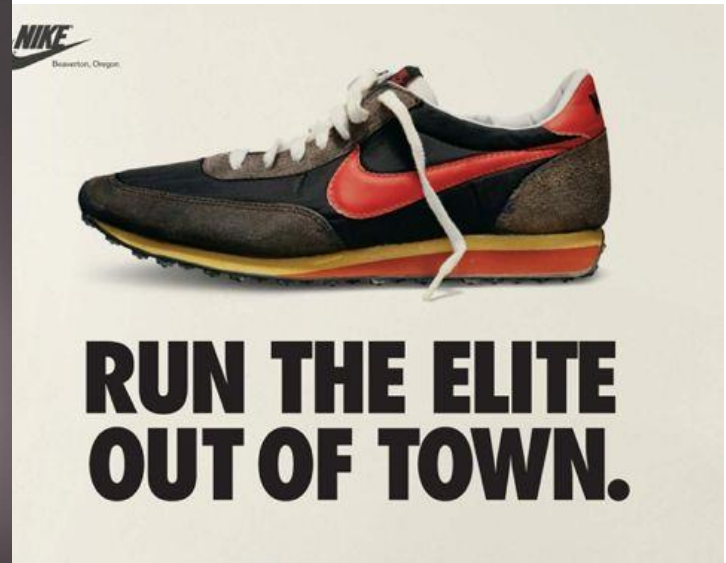




Lesson 6. Advertising

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“Advertising is fundamentally persuasion and persuasion happens to be not a science, but an art” — William Bernback



Discuss the advertisement above

1. Which do you like best, why?
2. What kind of advertisement do you like?

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1. What makes a good advertisement? Use some of the words below.

clever	interesting	funny	inspiring	eye-catching
powerful	humorous	shocking	informative	sexy

Do you think that the advertising practices described below are acceptable?
Are any other types of advertisement offensive?

1. Using children in advertisement
2. Using nudity in advertisement
3. Promoting alcohol on TV
4. Comparing your products to your competitor's products
5. An image flashed onto a screen very quickly so that people are influenced without noticing it (subliminal advertising)
6. Exploiting people's fears and worries

- Newspapers and TV are advertising media. Can you think of others?

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2. Look at the words in the box below. Label each item 1 for advertising media, 2 for methods of advertising or 3 for verbs to do with the advertising.

directories - 1

run

commercials

exhibitions

point-of-sale

target

press

persuade

mail shots

Public transports

word of mouth

bill boards

hoardings

posters

endorsements

internet

publicise

promote

place

Launch

research

slogans

sponsorship

cinema

free samples

leaflets

radio

sponsor

television

social media



3. Choose the most suitable word from the words in brackets to complete these sentences.

1. Viacom Outdoor is an advertising company that specializes in placing adverts on (*billboards / public transport / television*) such as buses.
2. Some perfume companies provide (*leaflets / commercials / free samples*) so that customers can try the perfume on their skin before they buy.
3. Advertising companies spend a lot of money on creating clever (*slogans / directories / mail shots*) that are short and memorable such as the message for the credit card, Access: “Your flexible friend”.
4. Celebrity (*exhibition / research / endorsement*) is a technique that is very popular in advertising at the moment.
5. If news about a product comes to you by (*word of mouth / press / internet*) someone tells you about it rather than you seeing an advert.
6. If you have something to sell, you can (*target / plan / launch*) ad advert in the local newspaper)

4. Give example of:

- a. Outdoor advertisement on the buses or trains in your country.
- b. Clever slogans that you remember from advertising campaigns.

Discuss with your teacher

- a. Which celebrities from your country are used in advertising?
- b. Which products or types of products do they advertise?
- c. Do you think this kind of advertising is effective?



6. 1 Jeremy Thorpe Woods, Head of Planning at Saatchi and Saatchi, a leading agency based in London, talks about advertising campaigns. Listen to the first part of the interview and answer these questions.

- a. What does Jeremy say is the most important thing about advertising nowadays.
 - b. What are the key elements of a good advertising campaign, according to Jeremy?



6. 2 Listen to the second part of the interview and complete the flow chart.

- STAGE 1 Discussion with 1
Talk about their 2 and 3
Develop a 4.

- STAGE 2 5 stage
Observe the target audience, get to know them thorough
.....6

- STAGE 3 Develop a 7
Talk to your creative partners about.....8
Discuss your communication idea with your 9
Go back your 10.

- STAGE 4 Make the11.
Use the12 to track how it's working.

5. Read the article. Match the celebrities mentioned to their report.

What makes Nike's advertising tick?

By Stefano Hatfield

Phil Knight, the co-founder and former Chief Executive of Nike, prefers to let his superstar athletes and advertisements do his talking for him. Named Advertiser of the Year at the 50th Cannes International Advertising Festival, he is the first person to win the award twice.

Knight has an absolutely clear and committed strategy to use celebrity athlete endorsement. He describes it as one part of the 'three-legged stool' which lies behind Nike's phenomenal growth since the early 1980s, with the other two being product design and advertising.

He has built Nike's expansion into sport after sport from its athletics roots on the back of sporting masters: Carl Lewis on the track; tennis's Jimmy Connors and John McEnroe; Tiger Woods, who led Nike into golf; Ronaldo and the Brazilian national football

team; and the basketball star, Michael Jordan, who famously rescued the company.

From the beginning Nike has been prepared to take a gamble on sporting bad boys others would not touch: Andre Agassi springs to mind. It was a strategy that began with Ilie Nastase, the original tennis bad boy. The Romanian had the quality that has come to represent Nike and its advertising: attitude.

After extraordinary growth, Nike became number one trainer manufacturer in the US. But Knight admits the company then lost its way as it failed to cope with its success. It experimented unsuccessfully with expansion into non-athletic shoes, and lost its number one position to Reebok in 1986.

Knight bet the future of the company on a new feature: a new air technology inside the trainer. He launched the product with a David Fincher-directed ad which used the Beatles track Revolution, and

then marketed the Air Jordan brand on the back of Michael Jordan. Sales took off and the rest is history.

This brings us to the subject of globalisation and the question of how American the brand can be. Nike uses a mix of global ad campaigns such as 'good v evil' and local advertising such as its famous poster campaigns in the UK.

During a 21-year partnership with the agency Wieden and Kennedy, Nike has created some of the world's most attention-grabbing advertising: for example the Nike 'good v evil' campaign and two advertisements both for World Cups and the ad 'tag', last year's Cannes grand prix winner. Other famous ads star Pete Sampras and Andre Agassi playing in the streets of Manhattan; Tiger Woods playing 'keepy-uppy' with a golf ball; and Brazil's team playing soccer at the airport terminal.

It is a remarkable body of work, both in its variety,

daring and consistent originality. At Nike there is a streamlined decision-making process that gives marketing directors real power. They do not rely on market research pre-testing which often reduces the impact of more experimental commercials. There is also the long relationship with one of the world's best ad agencies, and what Wieden describes as 'an honesty about sport'. Things only happen in Nike ads that sportsmen and women can really do.

'My number one advertising principle – if I have one – is to wake up the consumer,' concludes Knight, with an absolute conviction that is unique among modern-day chief executives. 'We have a high-risk strategy on advertising. When it works, it is more interesting. There really is no formula.'

From *The Guardian*

5. Read the article. Match the celebrities mentioned to their report.

A. Now answer these questions.

- a. According to Phil Knight, what are the three factors which have led to the success of Nike?
- b. Why did Nike lose Market Share in the mid 1980'?
- c. Which innovation saved the company?
- d. Which celebrity saved the company?
- e. What is Phil Knight's key idea about advertising?




B. Which of these statements are true? Correct the false ones.

- a. Nike has been advertiser of the year three times.
- b. Nike used only worldwide advertising.
- c. Nike believes market research pre-testing is very important.
- d. A lot of computer tricks are used in Nike ads.

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C. What are the advantages and disadvantages for a company of using celebrity endorsement in its advertising.

D. The article mentions an attention-grabbing advertisement. This type of phrase is common in advertising. Match the words 1–6 to the words a) to f) to make the word partnerships.

- | | |
|-----------|--------------|
| 1. Energy | a. Teasing |
| 2. Eye | b. Saving |
| 3. Thirst | c. Watering |
| 4. Money | d. Catching |
| 5. Mouth | e. Quenching |
| 6. Brain | f. Saving |
- 

E. Which of the word partnerships in Exercise D would you use to describe these products?

- | | |
|-------------------------|---|
| 1. A soft drink | 4. A low power light bulb |
| 2. A fruit bar | 5. A range of smart clothing |
| 3. A computer quiz game | 6. A range of supermarket own-brand products. |

6. Decide whether each expression in the Useful language box is *formal* or *informal*. Write F (formal) or I (informal). Underline the key words which helped you to decide.

Useful language

Introducing Yourself

- On behalf of myself and Focus Advertising, I'd like to welcome you. My name's Steven Larsen.
- Hi everyone, I'm Dominique Lagrange. Good to see you all.

Introducing the Topic

- I'm going to tell you about the ideas we've come up with for the ad campaign
- This morning, I'd like to outline the campaign concept we've developed for you.

Giving a plan of your talk

- I've divided my presentation into three parts. Firstly, I'll give you the background to the campaign. Secondly, I'll discuss the media we plan to use. Finally, I'll talk you through the storyboard for the TV commercial.
- My talk is in three parts. I'll start with the background to the campaign, move on to the media we plan to use, and finish with the storyboard for the commercial.

Inviting Questions

- If there's anything you're not clear about, go ahead and ask any questions you want.
- If you have any questions, please don't hesitate to interrupt me.



6.3 Presenters can use different techniques to get their audience's attention at a start of a presentation. Listen to the start of the five presentation and match them to the techniques below.

- a. tell a personal story
- b. offer an amazing fact
- c. use a quotation
- d. ask a question
- e. state a problem

7. Choose one of the presentation situations below. Prepare five different openings using the techniques in Listening 6.3. Practice the opening with your teacher.

- a. Your company is developing a small car aimed at the city workers.
AUDIENCE: a group of distributors.
- b. Your bank wishes to encourage young people to save money.
AUDIENCE: a group of students
- c. Your firm has produced a type of torch which has unique features.
AUDIENCE: a group of buyers at a trade fair.

8. Match the words with its meaning on the left.

1. Spam
 2. Jingle
 3. Generic advertising
 4. Poster
 5. Hoarding
 6. Slogan
 7. Coupon
 8. Campaign
 9. Prime time
 10. Eye-catcher
 11. Soundbite
 12. Billboard
 13. Hype
 14. Mailshot
 15. Commercial
 16. Launch
- a. Signboard for advertising posters.
 - b. Piece of advertising material sent to potential customers by post.
 - c. Catchy tune, with a short simple rhyme, used to promote a product.
 - d. Large sheet of paper used in advertising.
 - e. Something that particularly attracts one's attention.
 - f. To start an action in order to introduce something (e.g. a new product).
 - g. Unsolicited advertising sent through the internet as an email message.
 - h. Advertising for a whole sector, such as tourism, rather than a specific product.
 - i. Part of a printed advertisement to be used to order goods or samples.
 - j. Wooden structure or signboard, used to carry advertisements.
 - k. Hours on radio and TV with the largest audience, usually the evening.
 - l. Short extract from a recorded interview or speech.
 - m. organised course or plan of action.
 - n. Advertisement on radio or television.
 - o. Excessive or intensive publicity; exaggerated claims made in advertising.
 - p. Phrase used to advertise a product, or to identify a company or organisation.

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9. Look at the three advertisements below and think about which product or service each image can be used for? Try to be as creative as possible.



A. Discuss how companies advertise the following products:

Toothpaste
Shampoo

Cars Mobile Phones
Skin Cream

B. With a partner, discuss the following questions:

1. What's your favourite advertisement at the moment?
2. What products rely most on advertising?
3. Is it necessary for Coca Cola?
4. What regulations should be applied to adverts to protect the consumer?

C. Discuss the AD with your teacher.

<https://www.youtube.com/watch?v=NHHTB2MR1Is>