

Advertising

'Advertising isn't a science. It's persuasion, and persuasion is an art.'
 William Bernbach (1911–1982), US advertising executive

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CASE STUDY

Alpha Advertising



STARTING UP

Discuss the advertisements above. Which do you like best? Why?

VOCABULARY

Advertising media and methods

A Newspapers are one example of an advertising medium. Can you think of others?

B Look at these words. Label each word 1 for 'advertising media', 2 for 'methods of advertising' or 3 for 'verbs to do with advertising'.

advertorials 2
 banner ads
 billboards (AmE)/
 hoardings (BrE)
 cinema
 commercials
 communicate

endorse
 exhibitions
 free samples
 Internet
 leaflets/flyers
 outdoor advertising
 place

point-of-sale
 pop-ups
 posters
 press
 product placement
 radio
 run

sponsor
 sponsorship
 target
 television
 viral advertising

C Which of the methods do you connect to which media?EXAMPLE: *television – commercials***D** Which of the verbs you identified in Exercise B combine with these nouns?

- | | | |
|--------------|--------------------|--------------|
| 1 a campaign | 3 an advertisement | 5 a consumer |
| 2 a product | 4 an event | 6 a message |

E Choose the most suitable words to complete these sentences.

- 1 A lot of cosmetics companies give away *leaflets / commercials / free samples* so that customers can try the product before they buy.
- 2 Advertising companies spend a lot of money on creating clever *slogans / posters / exhibitions* that are short and memorable, such as the message for Nike: 'Just do it'.
- 3 Celebrity *exhibition / research / endorsement* is a technique that is very popular in advertising at the moment.
- 4 If news about a product comes to you by *word of mouth / the press / the Internet*, someone tells you about it rather than you seeing an advert.
- 5 Many companies use post and electronic *slogans / mailshots / posters* because they can target a particular group of consumers all at the same time.

F Give examples of:

- 1 any viral campaigns you have read about
- 2 clever slogans that you remember from advertising campaigns
- 3 sponsorship of any sporting or cultural events.

G What makes a good TV advertisement? Think about ones you have seen. Use some of these words.

clever	interesting	funny	inspiring	eye-catching	original
powerful	strange	shocking	informative	sexy	controversial

H Do you think that these advertising practices are acceptable? Are any other types of advertisement offensive?

- 1 Using children in advertisements
- 2 Using actors who pretend to be 'experts'
- 3 Using nudity in advertisements
- 4 Using 'shock tactics' in advertisements
- 5 Promoting alcohol on TV
- 6 Comparing your products to your competitors' products
- 7 An image flashed onto a screen very quickly so that people are influenced without noticing it (subliminal advertising)
- 8 Exploiting people's fears and worries

I Which of the following statements do you agree with?

- 1 People remember advertisements, not products.
- 2 Advertising has a bad influence on children.
- 3 Advertising tells you a lot about the culture of a particular society.

See the DVD-ROM
for the i-Glossary.



READING

A new kind of campaign

A

Read the article and choose the best headline.

- a) Honda predict record sales as advert breaks new ground
- b) Honda skydivers push limits of TV adverts
- c) Viewers tune out of normal TV advertising; Honda responds

FT



by Andrew Edgecliffe-Johnson

In a new definition of a publicity stunt, Channel 4 and Honda have turned to a team of skydivers to tackle the problem of viewers tuning out of traditional television advertising.

On Thursday night, the broadcaster was due to devote an entire 3 minute 20 second break in the middle of *Come Dine With Me*, its dinner party programme, to a live skydiving jump in which 19 stuntmen spelt out the carmaker's brand name. Described as the first live advertisement in modern times, the campaign is the latest attempt by advertisers and broadcasters to find alternatives to the 30-second spot.

The development of digital video recorders such as Sky+ and Tivo, which allow ads to be skipped, has forced advertising agencies and channels' sales teams to collaborate on more innovative attempts to keep the viewer's attention. 'We wanted to create something unmissable,' said Andy Barnes,

the broadcaster's Sales Director. 'This concept breaks the boundaries of TV advertising,' he added, highlighting a Channel 4 campaign called 'innovating the break'.

The campaign follows initiatives such as LG's 'Scarlet' campaign, in which the television manufacturer ran advertisements appearing to trail a glamorous new television show, which turned out to be a promotion for the design features of its 'hot new series' of screens.

Thursday night's live advertisement, while designed to demonstrate the power of television advertising, was backed up by a complex multimedia and public-relations campaign.

The campaign's developers – including Channel 4's in-house creative team, Wieden + Kennedy, Starcom, Collective and Hicklin Slade & Partners – spent more than a month pushing the Honda slogan of 'difficult is worth doing' before Thursday night's slot.

A poster campaign, a series of television 'teaser' advertisements and a website have been backed up by digital advertising and press coverage. All are building up to a traditional 30-second advertising campaign, starting on June 1, said Ian Armstrong, Marketing Manager of Honda UK.

'The 30-second ad is alive and well,' Mr Barnes said, pointing to data released this week which showed that commercial television had enjoyed its best April in five years.

For Honda, however, the elements surrounding the core 30-second campaign are designed to generate the intangible buzz of word-of-mouth advertising, Mr Barnes added.

Thursday night's skydive would almost certainly go on YouTube, Mr Armstrong predicted. 'Commercially, that's a fantastic result, as it means our marketing investment becomes more efficient because consumers are doing our marketing for us.'

B

Read the article again and answer the questions.

- 1 Why did Honda need a new publicity stunt with skydivers?
- 2 Why was the Honda advert unique?
- 3 Why are Sky+ and Tivo a problem for advertisers?
- 4 What happened in the Honda advert?
- 5 What happened in LG's 'Scarlet' campaign?
- 6 What did the Honda campaign's developers do?
- 7 What different types of advertising did Honda use?

C Find all the word pairs in the text using the words *advertisement* or *advertising*.

D Match the words in bold in the word pairs (1–5) to their meaning (a–e).

- | | |
|--------------------------|--|
| 1 publicity stunt | a) newspapers and magazines |
| 2 design features | b) a short phrase that is easy to remember |
| 3 Honda slogan | c) a series of actions intended to get a particular result |
| 4 poster campaign | d) an important, interesting or typical part of something |
| 5 press coverage | e) something done to get people's attention |

E Complete the text with some of the word pairs from Exercises C and D.

PUBLICITY STUNT TIPS

Nothing will get your product noticed faster than a well-thought-out and well-performed¹. First, you need to plan an². You could start with some³ on radio or TV and design some large adverts for a⁴. You need to highlight all the key⁵. Alert the local media and get good⁶. Tip off the local radio or TV station that something is going to happen. When it comes to the actual publicity stunt, ensure that all⁷ or logos are visible. And if you have the money, why not try a⁸ on TV? Finally, try to get some free⁹ and hopefully end up on YouTube.

F In groups, brainstorm some ideas for some live advertisements or publicity stunts.

LISTENING

How advertising works



Marco Rimini

A CD1.31 WPP is a world leader in marketing communications. MindShare is part of the group and Marco Rimini is its Head of Communications Planning. Listen to the first part of the interview and complete the gaps with a maximum of three words.

I always go back to the beginning and¹, what is the person who's paying for the campaign²? What is that person's³, what is it that that person⁴ as a result of⁵ on this advertising campaign?

B CD1.31 Listen again. What reasons are there for advertising, apart from selling a product?

C CD1.32 Listen to the second part. What are the four stages of a typical advertising campaign?

D CD1.33 Listen to the final part and answer the questions.

- 1 What are *viral* campaigns?
- 2 Regarding the Ronaldinho viral, what did people argue about?

E In groups, tell each other about a viral campaign or advertisement that you have discussed with your friends.

Watch the interview on the DVD-ROM.



LANGUAGE REVIEW

Articles

a/an

- We use *a* or *an* before singular countable nouns.
a publicity stunt
- We use *a* or *an* to introduce new information.
They are building up to a traditional 30-second advertising campaign
- We often use *a* or *an* to refer to people's jobs.
She's an accountant
- We use *a* before consonants and *an* before vowel sounds
a commercial, an advert

the

- We use *the* when we think our listener will know what we are talking about.
the Internet
- We use *the* when it is clear from the context what particular person, thing or place is meant because it has been mentioned before.
The campaign is the latest attempt to ...

'zero article' We do not use an article before:

- uncountable nouns used in general statements.
Information is power.
- the names of most countries, companies and people.
Poland, Honda, Ian Armstrong
- A few countries require *the*:
the Philippines, the United Kingdom, the United States

➔ Grammar reference page 148

A Look back at the article on page 46. In paragraphs 1 and 2, why are *a* or *an* used instead of *the* before these words?

- | | |
|---------------------|-----------------------------------|
| 1 publicity stunt | 3 entire 3 minute 20 second break |
| 2 team of skydivers | 4 live skydiving jump |

B In the first two paragraphs of the article, which specific examples of the following are referred to?

- | | | |
|-----------------|------------------------|--------------|
| 1 a problem | 3 a brand name | 5 a campaign |
| 2 a broadcaster | 4 a live advertisement | |

C Tick the correct sentences. Add *the* where necessary in the other sentences. You may need to add *the* more than once.

- Knowledge of advertising code of practice is vital to those wishing to work in advertising industry.
- We want to film a TV commercial in Russia.
- The 'Think small' Volkswagen Beetle advert was one of most successful advertising campaigns of 20th century.
- Four major brands – AOL, Yahoo!, Freeserve and BT – all achieve awareness of over 40% amongst UK adult population.
- Next year, I am going to work for an advertising agency in USA.

D This text is about a television advertisement. Some of the articles are missing. Write in the missing articles – *a*, *an* or *the* – where appropriate.



Almost as soon as the 'gorilla' television commercial for Dairy Milk chocolate was first shown on 31 August, people started posting it on YouTube. People also started asking questions, like did it feature real gorilla playing drums?

So what role did the extraordinary take-up of gorilla ad on Internet play in Dairy Milk's success?

And was success of the advert a lucky break? For like Unilever and Diageo, Cadbury has benefited from the free 'viral'

distribution of its advertising on Internet as consumers e-mail, post and create spoof versions of gorilla campaign.

Gorilla commercial is most viewed advertisement so far this year on YouTube, the content-sharing website.

SKILLS

Starting and structuring presentations



A What factors do you need to consider when preparing a business presentation?

B CD1.34 Listen to two different openings of a presentation. What is the same/different about them? Which do you prefer? Why?

C How many sections is the content of the presentation organised into? Look at the Useful language box below and divide the phrases into two groups, F (formal) or I (informal). Compare your answers.

D Choose one of these presentation situations. Write and practise the opening of the presentation.

- 1 Your company is launching a new product. (Audience: a group of potential customers)
- 2 You are presenting your place of work or study. (Audience: a group of potential customers or students)
- 3 Your company/organisation is introducing a new way of working. (Audience: a group of colleagues)

E CD1.35 An important part of structuring a presentation is letting the audience know what is going to happen next, or signalling. Listen to an extract from later in the presentation in Exercise B and fill in the gaps.

- 1 ... where this is very important. Just to give you a specific example: the next slide, the chart that the key age group is 18 to 25, but that this will become less, not more, important as the product matures in the market.
- 2 As I say, this is reflected across all the markets. Right, the target markets. the final part, and the media we plan to use. We'll start in ...
- 3 This will be linked to a coordinated press campaign starting in June., before we go to the storyboard: are that firstly ...

F What is the purpose of the missing expressions in each of the three extracts in Exercise E?

- a) to introduce a conclusion b) to change section/topic c) to refer to visuals

G *Firstly* is an example of a sequencer. What other examples did you hear in the presentation?

H Prepare and deliver a three-minute presentation on your chosen topic from Exercise D. Try and use some signalling language.

USEFUL LANGUAGE

INTRODUCING YOURSELF

On behalf of Alpha Advertising, I'd like to welcome you. My name's Marc Hayward.

Hi, everyone, I'm Marc Hayward.
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. Secondly, I'll discuss the media we plan to use. Finally, I'll talk you through the storyboard.

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, feel free to stop me and ask any questions.

I'd be grateful if you could leave any questions to the end.



Alpha Advertising

A large advertising agency with a reputation for creating imaginative and effective campaigns is competing for new business.

Background

Alpha Advertising is based in Turin. It is competing for several new contracts. It has been asked to present ideas for exciting new campaigns to the management of the companies concerned. Concepts are required for the following new goods and services.

Panther Air

- An 'on-demand' jet charter service, based in Hamburg, Germany
- High standards of safety, quality and service
- Expert advice on choice of plane; competitive prices
- Target consumers: top business executives and VIPs

Aim: To target the world's top business people



E-Book

- An electronic book recently launched – slim; it can fit into a pocket or handbag
- It has a 200-novel memory and sells at 250 euros.
- When turned on, it takes readers straight to the last page they were reading.
- A 'next read' feature: the E-Book consults a database of related titles which may be of interest to the reader. It then makes recommendations for downloading or purchase.
- The E-Book is pre-loaded with 150 books.

Aim: An international press and TV campaign



Safe Haven: a new group of hotels in your country

- Rooms at competitive prices.
- Excellent facilities: a mini-spa on every floor; free aerobic classes three times a week; musical entertainment in the lounge every evening
- Hotels all in downtown areas
- Hotel restaurants offer a wide range of local dishes, prepared by well-known chefs
- A comprehensive advice service for all guests

Aim: A creative campaign to attract more customers



Task

You are members of the creative team at Alpha.

- 1 Prepare an advertising campaign for one of the products or services. Use the Key questions on the right to help you.
- 2 Present your campaign to the management of the company concerned. When you are not presenting your campaign, play the role of the company's management. Listen and ask questions.
- 3 Use the Assessment sheet below to choose:
 - a) the best campaign concept
 - b) the most effective presentation.

Key questions (advertising team)

- What is the campaign's key message?
- What special features does the product or service have?
- What are its USPs (Unique Selling Points)?
- Who is your target audience?
- What media will you use? Several, or just one or two? If you use:
 - an advertisement, write the text and do rough artwork.
 - a TV commercial, use a storyboard to illustrate your idea.
 - a radio spot, write the script, including sound effects and music.
 - other media, indicate what pictures, text, slogans, etc. will be used.
- What special promotions will you use at the start of the campaign?

Assessment sheet (managers)

Give a score of 1–5 for each category: 5 = outstanding, 1 = needs improvement.

Campaign concept

- 1 Will it get the target audience's attention? ☐
 - 2 Will it capture their imagination? ☐
 - 3 Does it have a clear, effective message? ☐
 - 4 Will it differentiate the product or service? ☐
 - 5 Will it persuade the target audience to buy the product or service? ☐
 - 6 Will the target audience remember the campaign? ☐
- TOTAL: ____ / 30

Presentation

- 1 Was it interesting? ☐
 - 2 Was it clear? ☐
 - 3 Was it loud and clear enough? Was it varied in pitch or monotonous? ☐
 - 4 Was the pace too quick, too slow or just right? ☐
 - 5 Was the language fluent, accurate and appropriate? ☐
 - 6 Did it impress you? Was there enough eye contact? ☐
- TOTAL: ____ / 30

Writing

As the leader of one of Alpha's advertising teams, prepare a summary of your concept for your Managing Director. The summary will be discussed at the next board meeting.

➔ Writing file page 131

Watch the Case study commentary on the DVD-ROM.