

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

## OVERVIEW

## VOCABULARY

Advertising media and methods

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A new kind of campaign

## LISTENING

How advertising works

## LANGUAGE REVIEW

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## SKILLS

Starting and structuring presentations

## 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	endorse	point-of-sale	sponsor
banner ads	exhibitions	pop-ups	sponsorship
billboards (AmE)/ hoardings (BrE)	free samples	posters	target
cinema	Internet	press	television
commercials	leaflets/flyers	product placement	viral advertising
communicate	outdoor advertising	radio	
	place	run	

**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.

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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?