

53 Advertising

1 Basic vocabulary

Match the words with their meanings:

- | | |
|--------------|----------------|
| a commercial | a leaflet |
| a poster | classified ads |

1. a large sheet of paper advertising something, for example, a play, a film or a concert.
2. a small piece of paper used for door-to-door advertising.
3. small adverts placed by private individuals in a newspaper.
4. a TV or radio advert.

2 Talking about advertising

Use these words to complete the sentences:

- | | | |
|-----------|-------------|--------|
| influence | publicity | agency |
| brand | sponsor | slogan |
| hype | competitors | logo |

1. Do people really buy things just because they've seen them advertised on TV?
> Of course they do! Advertising has a huge on all the choices we make.
2. Advertisers like to think of a clever to make people remember their product. For example, Coca Cola's is 'It's the real thing.'
3. Nike are going to the next World Cup. All the players will have to wear the Nike on their shirts.
4. What of cigarette do you smoke?
5. Most companies spend a lot of money on advertising. It's the only way they can stay ahead of their
6. My sister's just got a job working for an advertising in London.
7. Did you see Jodie Foster on that chat show last night? She was really good.
> She's been on all the shows this week. It's all just for her new film.
8. You went to see Spielberg's new film at the weekend, didn't you? What was it like?
> Well, considering all the, I thought it was a bit disappointing.

We use hype when we think the advertising is exaggerated.

3 Advertising verbs

Choose the correct ending for each of the following:

1. Oasis are doing a tour to promote
2. I think it's a brilliant advert. It really grabs
3. Advertisers know that shoppers will always compare
4. Advertisers are experts at persuading people
5. They really want to sell this product. They've just launched
6. The tobacco industry has been trying very hard to improve
7. At the moment British Airways are advertising
8. We're trying to reach
 - a. to spend their money.
 - b. a huge advertising campaign.
 - c. the under-18 market.
 - d. two flights for the price of one.
 - e. their new album.
 - f. your attention.
 - g. one product with another.
 - h. its image.

4 Image adjectives

The adjectives below are often used to describe the image that advertisers try to create for a product. Match the adjectives on the left with the most likely product on the right in the two groups below:

- | | |
|-------------|---------------------|
| 1. macho | a. breakfast cereal |
| 2. family | b. holiday |
| 3. feminine | c. after shave |
| 4. healthy | d. perfume |

Now do the same with these:

- | | |
|-------------|-------------------------|
| 5. trendy | e. tropical fruit juice |
| 6. exotic | f. music system |
| 7. hi-tech | g. car |
| 8. reliable | h. clothes shop |

Is there an advert on TV at the moment that you really like? What's it for?

What's the funniest advert you've ever seen?