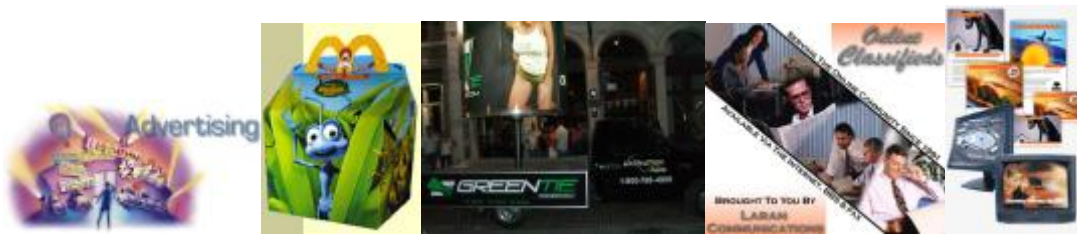


Unit 4 Advertising



1. Starting up. Answer these questions:
 - a. What is your favorite advertisement? Why do you like it?
 - b. What kind of advertisement do you like?

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

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

3. Do you think that the advertising practices described below are acceptable? Are there any other types of advertisement that you find offensive?
 - a. Using children in advertisements
 - b. Using nudity in advertisements
 - c. Promoting alcohol on TV
 - d. Comparing your products to your competitors' products
 - e. An image flashed onto a screen very quickly so that people are affected without noticing it (subliminal advertising)

4. Which of the following statements do you agree with?
 - a. People remember advertisements not products.
 - b. Advertising raises prices.
 - c. Advertising has a bad influence on children.

5. What do you understand by “outdoor advertising”? Give examples.

6. Pre- reading exercise
 Before you read the article below, match these words to their definitions.

1. segments	a. a place in television schedule
2. soaring	b. rising quickly
3. mass market	c. small open- fronted shop in the street for selling
4. TV slot	d. concerned with non- luxury goods that sell in large quantities
5. kiosks	e. parts of a larger market or category of customers

7. Complete this statement with the words above.

The cost of a prime- time.....is.....However, advertising on.....is cheap. Outdoor advertising is one of the fastest growing.....in the market.

8. Read and translate the article.



Outdoor advertising- A breath of fresh air

The world of outdoor advertising billboards, transport and “street furniture” (things like bus shelters and public toilets) - is worth about \$18 billion a year, just 6% of all the world’s spending on advertising. But it is one of the fastest- growing segments, having doubled its market share in recent years.

Outdoor advertising’s appeal is growing as TV and print are losing theirs. The soaring costs of TV are prompting clients to consider alternatives. Dennis Sullivan, boss of Portland Group, a media buyer, calls outdoor advertising the last true mass- market medium. It is also cheap. In Britain, a 30- second prime- time TV slot costs over £60 000 (\$100 000); placing an ad on a bus shelter for two weeks works out at about £90.

Adding to its attractions has been a revolution in the quality of outdoor displays. Famous architects are designing arty bus shelters and kiosks with backlit displays. Backlighting, introduced in Europe by Decaux and More, and plastic poster skins have vastly improved colour and contrast.

Movement is possible too. Smirnoff used new multi- image printing to make a spider, seen through a vodka bottle, appear to crawl up a man’s back. And Disney advertised its “101 Dalmatians” video on bus shelters with the sound of puppies barking.

This sort of innovation has attracted a new class of advertiser. Recent data shows that in Britain, alcohol and tobacco have seen replaced by entertainment, clothing and financial services as the big outdoor advertisers, like carmakers, are using it in new ways. BMW ran a “teasers” campaign in Britain exclusively on bus shelters. Particularly attractive to the new advertisers is street furniture, the fastest growing segment of the outdoor market. It accounts for some 20% in Europe and about 5% in America.

From Economist

Vocabulary:

To advertise- to use a public note, a photograph, a short film to try to persuade people to buy, do or use something

Shelter- a covered place that protects you from bad weather or danger

Outdoor- happening outside or used outside

Billboard- a large thing used for advertising

Quality- how good something is

Poster- a large printed notice or picture

Entertainment- activities that make people laugh or that interest people

9. Post- reading exercise.

a. What do these numbers in the article refer to?

18, 6, 30, 60 000, 100 000, 90, 20, 5

b. Why has outdoor advertising becoming more involved in outdoor advertising?

c. Which industries are becoming more involved in outdoor advertising?

10. Find the words from the text.

ADVERTISING POSTER MARKET CAMPAIGN SEGMENT BUYER CLIENT

11. Find the following words in the puzzle:

Billboard, cheap, outdoor, expensive, image, indoor, prime- time, segment, slot

B N L J Z S U X V A
 I R R O O D N I H D
 L P R I M E T I M E
 L Z P R B J P C C S
 B E V I S N E P X E
 O C H E A P S P E G
 A J R S X C P W G M
 R D P Z L G J T A E
 D O U T D O O R M N
 C Q M Z E M T A I T

12. Discuss these questions:

a. Outdoor advertising is increasing in many countries. Is this a good thing?

b. What products do you think are suitable for outdoor advertising?

13. Choose one of the advertising media below. Make a short presentation on its advantages and disadvantages.

Television, billboards, newspapers, street furniture

14. Useful language

<p>Introducing yourself On behalf of myself and Focus Adverting, I'd like to welcome you. My name is Sven Larsen Hi, I'm Dominique Lagrange. Good to see you all.</p>	<p>Giving background I'll give you the background and talk you through the results of the market study. I've divided my presentation into three parts</p>
<p>Introducing the topic This morning, I'd like to outline the campaign concept we've developed for you I'm going to tell you about the ideas we've come up with for the ad campaign</p>	<p>Inviting questions If you have any questions, please don't hesitate to interrupt me If you're not clear about anything, go ahead and ask any questions you want</p>

15. Presenters can use different techniques to get their audience's attention at the start of a presentation. Match the techniques below to the examples.

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

1. I wonder if any of you here know the answer to this question: What's the most popular holiday destination in Europe for people under the age of 25?

2. When I was on holiday a few years ago in Greece, the owner of a taverna told me that in 20 year's time, the little village where he lived would be a popular tourist resort.

3. Let me give you a statistic: 90% of Americans do not own a passport. Consider the opportunity this presents to the travel industry.

4. We're facing a crisis with our market share. What are we going to do about it?

16. Prepare presentations using phrases from ex.15.