

## ADVERTISING

1. How many different types of advertisement can you name? What can you see in the pictures? Do you have a favourite ad at the moment?



2. Choose some images from the magazines/newspaper that your teacher has given you. Cut out the advert, leaving out the name of the product or brand. Show your images to your partner. How many products/brands can they guess?

### PHRASEBOOK



#### Speculating

##### If you are very confident

- This one must be an advert for ...
- This is definitely an advert for ...
- No doubt about it; this one is ...
- This one can't be an advert for ...
- There's no way this is advertising ...

##### If you're less sure

- This might / could be an advert for ...
- This looks like it could be advertising ...
- I'm not sure about this one, but maybe ...

- This is a tricky one. Do you think it's ...?

#### Using clues to help you

- Judging by the ..., this must be an advert for ...
- Oh, look – there's a ... in this one. So, this is probably an advert for ...
- Can you see the ... in the background / at the bottom / at the top?
- What's that meant to be? I can't make it out.
- The man in this advert seems to be ...
- The slogan makes me think this is an advert for ...

## TV ADVERTS



3. Here are some of the techniques used in TV advertising. Can you think of a current or recent TV ad that uses each technique?

TECHNIQUE	HOW IT WORKS	EXAMPLE
testimonial	get a well-known person to recommend the product	
humour	make the customer laugh	
comparison	compare the product with a direct rival	
emotional appeal	appeal to basic instincts like physical attraction or family love	
health	suggest the product will make you feel better, live longer, etc.	
esoteric	make the ad bizarre and/or hard to understand	
special offers	offer the customer free gifts or discounts	
science	mention test results, advanced technology, etc.	
lifestyle	associate the product with a particular way of living	

## AD QUOTES

4. Here are some quotes about advertising. Which ones do you agree with?

'Advertisements contain the only truths to be relied on in a newspaper.'

—Thomas Jefferson

'What you say in advertising is more important than how you say it.'

—David Ogilvy

'History will see advertising as one of the real evil things of our time.'

—Malcolm Muggeridge

'Living in an age of advertisement, we are perpetually disillusioned.'

—J B Priestley

'Telling lies does not work in advertising.'

—Tim Bell

'Advertising is legalized lying.'

—H G Wells

'The more facts you tell, the more you sell.'

—Dr Charles Edwards

'Ads are the cave art of the 20th century.'

—Marshall McLuhan

'Let advertisers spend the same amount of money improving their product as they do on advertising and they wouldn't have to advertise it.'

—Will Rogers

'You can tell the ideals of a nation by its advertisements.'

—Norman Douglas



## CREATE AN ADVERTISING CAMPAIGN

Now, it's time to create your own advertising campaign for a product of your choice. All you have to do is follow these steps.

### STEP 1 CHOOSE A PRODUCT

You are going to compete with other agencies to advertise a new product for a company (the client). Choose a product that will best allow your agency to demonstrate its creativity. Here are some ideas:

fast food	perfume or fragrance	soft drink	women's clothes	gym	car
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Write the type of product here:

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### STEP 2 CREATE AN AD AGENCY

Advertising campaigns are usually created by a team of people, so form a group with some other students and think of a name for your advertising agency. Most agencies use the names of the people who set them up such as J Walter Thompson, McCann-Erickson, Young & Rubicam, Lowe Lintas & Partners. Write the name of your agency here:

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### STEP 3 PLAN THE CAMPAIGN

Follow the steps below.

1. Describe the product.
2. Think of a name for the product.
3. Invent a slogan.
4. Create a customer profile (age, sex, lifestyle, etc.).
5. Decide what product qualities to promote. What makes it different from its rivals?
6. Choose the best technique(s) for selling the product.
7. Design and produce a printed ad that will attract the customer's attention.
8. Plan a TV or radio ad. Record it, if you are able to. Keep it short, and consider using music.

### STEP 4 COMPETE FOR THE ACCOUNT

You now have to show your ad campaign to the client. Show your printed ad to friends or classmates, and play them (or read aloud) your TV or radio ad. What do they think of your campaign? The best campaign gets the job!

