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WORD	TYPE	DEFINITION
advertising	activity	the act of promoting a product or service
advertisement	message	a message that promotes a product or service
advertiser	person	a person or company that advertises
agency	company	a company that advertises for other companies
campaign	series	a series of advertisements
strategy	plan	a plan for advertising
target audience	group	a group of people that an advertisement is aimed at
brand	name	a name for a product or service
logo	symbol	a symbol that represents a brand
slogan	phrase	a short phrase that is easy to remember
product placement	strategy	putting a product in an advertisement
unique	different	different from other things
catchy	easy	easy to remember
viral marketing	strategy	spreading an advertisement through social media
target audience	group	a group of people that an advertisement is aimed at
get attention	action	to make people notice something
outdoor marketing	strategy	advertising in public places
branding	strategy	creating a brand for a product or service
feel good factor	emotion	an emotion that makes people feel good
budget	amount	the amount of money that is spent on advertising
sound effects	noise	noises that are added to an advertisement
consumers	people	people who buy products or services
product placement	strategy	putting a product in an advertisement
slogan	phrase	a short phrase that is easy to remember
unique	different	different from other things

ADVERTISING AGENCY

a **SLOGAN** is a short easily remembered phrase, especially

The following are some of the best known slogans. Try to identify them.

1. Buy your shares.
2. Put a star in your tank.
3. Be with you and your car.
4. Just do it.
5. Connecting people.
6. Sleeps.
7. Breakfast for Champions.



Why are they better than the rest? Write your own slogan!

Publicize = effective + good making

Elements of advertising vocabulary

Match the vocabulary to the pictures.

13 

12 

11 

10 

9 

budget

sound effects

viral marketing

logos

catchy tune

target audience

get attention

CONSUMERS

outdoor marketing

branding

product placement

feel good factor

slogan

unique

1 

2 

3 

4 

5 

6 

7 

8 

Answer the questions.

- 1 Which company brand has the "feel good factor" in your opinion?
- 2 Which company logos do you recognize?
- 3 How do you get attention from people around you?
- 4 Where do you see outdoor marketing in your city? Which brands do you see?
- 5 What is the most unique product you can think of?

ADVERTISING

Everywhere you look, you see advertisements. You are surrounded by them. On average you are exposed to 3000 advertising messages a day.

You can't deny it: They play a role in your life.

Write about ads and advertising (500 - 600 words). You may include:

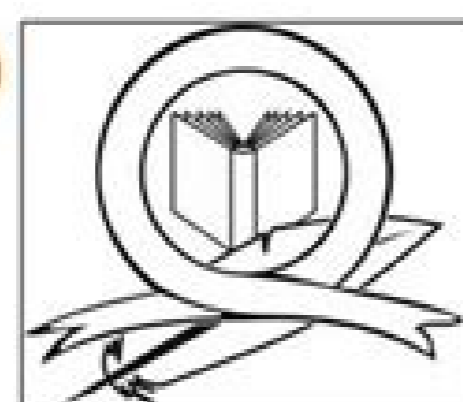
- Facts about advertising
- Examples of good/ bad advertisements
- How advertisements/ commercials affect people
- How to define an advertisement/ commercial
- Brands/ brand stretching, advertising characters
- Elements of advertisements (slogans - eye catcher -copy)
 - Targeting
 - Ads now and then
 - Cultural influence
 - Argumentation

EFFECTS

- design
- prestige and status
- insecurity
- surrealism
- expert opinion
- nostalgia
- humour
- eye catcher
- picture composition
- point of view
- use of colours (symbolic value)
- ad lingo
- catchy words
- typography/ typeface
- unusual spelling
- alliteration
- puns
- rhyme/ slogans

<p>TV commercials during Super Bowl XLV in 2011 are estimated to have cost \$3 million for a 30-second spot</p> 		
	<p>The largest group of advertisers is food marketers.</p>	<p>Many researchers argue that advertising is the most powerful art form on Earth.</p>
<p>Many kids are plugged in to some kind of media for more than seven hours a day, which means their exposure to advertising is at record levels.</p>		<p>Using sex to sell a product is not new. Advertisers have used sex to sell products since the early days of modern advertising. For example, pictures of naked women were placed in tobacco ads in the 1800s</p>

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Write the numbers next to the pictures. There are two EXTRA words in the box.

- | | |
|-----------------------|---------------|
| 1. Logo | 5. Brand name |
| 2. Poster | 6. Commercial |
| 3. Billboard/Hoarding | 7. Sponsor |
| 4. Leaflet | 8. Brochure |

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