

## 12.1 Advertising

## Vocabulary advertising

1 Complete the text with words from the box.

advertises billboards brands logos posters products slogans

## The cost of advertising

Major advertising companies are prepared to spend millions to launch new <sup>1</sup> *products*. They spend money on placing <sup>2</sup> \_\_\_\_\_ in magazines and online, and on putting up huge <sup>3</sup> \_\_\_\_\_ on giant <sup>4</sup> \_\_\_\_\_ which can be seen by commuters as they travel or drive into our city centres. High-paid advertising executives think up <sup>5</sup> \_\_\_\_\_, such as *A Mars a day helps you work, rest and play*; and create <sup>6</sup> \_\_\_\_\_, such as the McDonald's 'M' or the Nike swoosh. The costs are amazing. Car manufacturer *Acura* spent \$78 million in 2013 on an advertising campaign as they tried to compete with other very well-known <sup>7</sup> \_\_\_\_\_ of luxury cars. And *Chrysler* spent \$9 million on one TV advertisement, which starred the rapper Eminem!



## PRONUNCIATION word stress

2a 12.1 ))) Listen and circle the word in each list with the stress on the second syllable.

- |             |                |            |
|-------------|----------------|------------|
| 1 billboard | <u>amusing</u> | slogan     |
| 2 memorable | advert         | persuasive |
| 3 product   | confusing      | clever     |
| 4 effective | logo           | poster     |

b 12.1 ))) Listen again. Pause after each word and repeat.

The Remington Intercept Sensitive.  
For a really close shave  
however delicate  
your skin is.

The Remington Intercept Sensitive has unique MicroScreen Sensitive foils with hypo-allergenic coating and a skin-protecting design. The Intercept system has two foils and an integrated cutter: the first foil shaves short whiskers, the Intercept cutter deals with longer ones, while the second foil shaves even closer. Guaranteed until it's a 2-year-old.

REMINGTON U.S.A.  
www.remington.co.uk

3 Look at the advertisement above and match the people's responses 1–6 to words a–f.

- 1 I think it's funny. I laughed and laughed. d
  - 2 It isn't very nice, showing a baby with stubble – urgh!  
\_\_\_\_\_
  - 3 I'll always remember seeing this for the first time. \_\_\_\_\_
  - 4 What an intelligent, original way of selling something!  
\_\_\_\_\_
  - 5 I'm going to buy this for my husband. \_\_\_\_\_
  - 6 I don't really understand what it's trying to sell. \_\_\_\_\_
- |             |              |
|-------------|--------------|
| a clever    | d amusing    |
| b memorable | e unpleasant |
| c confusing | f persuasive |

4 Complete the text with the missing words.

# The greatest ad in history

In 1959, New York advertising agency DDB launched a campaign to sell a fairly new <sup>1</sup>product in America – the Volkswagen Beetle. Although Volkswagen was a popular <sup>2</sup>b \_\_\_\_\_ in Europe because of its famous VW <sup>3</sup>l \_\_\_\_\_ and its attractive design, Americans showed little interest in it. They loved big cars, and in the 1950s, so soon after World War II, they didn't like anything German. DDB designed newspaper and magazine <sup>4</sup>a \_\_\_\_\_ that were so <sup>5</sup>m \_\_\_\_\_ that people can still recall them today. They came up with the <sup>6</sup>s \_\_\_\_\_ 'Think Small' which was really <sup>7</sup>c \_\_\_\_\_ because, in two words, they managed to tell Americans to think about the Beetle and to change their way of seeing the world. Other ads they used were really <sup>8</sup>a \_\_\_\_\_. In one, for example, they showed a New York policeman sitting in a VW beetle with the words 'Don't laugh' under the picture. The campaign was <sup>9</sup>p \_\_\_\_\_ – many Americans changed the way they viewed cars. And it was <sup>10</sup>e \_\_\_\_\_ – sales of VWs increased rapidly, and the car remains popular in the US today. *AdAge* magazine voted DDB's campaign the greatest in history.



6 Report the famous quotes about advertising.

- 'Advertising is the greatest art form of the 20th century.' Canadian philosopher Marshall McLuhan once said that advertising was the greatest art form of the 20th century.
- 'Many a small thing has been made large by the right kind of advertising.' Nineteenth-century American author Mark Twain said that \_\_\_\_\_ by the right kind of advertising.
- 'Ninety-nine per cent of advertising doesn't sell anything.' British advertising executive David Ogilvy said that \_\_\_\_\_.
- 'Advertising has done more to cause the social unrest of the 20th century than any other single factor.' American author and politician Clare Booth Luce thought that \_\_\_\_\_ the social unrest of the 20th century than any other single factor.
- 'You never see good poetry in advertising.' English poet David Whyte told an interviewer that \_\_\_\_\_.
- 'I left advertising as fast as I could.' American novelist Elmore Leonard said that he \_\_\_\_\_.

7 Read comments from an interview with a young advertising copywriter. Then complete the reported sentences.

'(1) I'm a junior copywriter. I'm learning how to design ads and write slogans. (2) I started working here at WPP in London last year. (3) It is one of the largest advertising agencies in the country. (4) My job involves designing adverts for our clients' products. (5) I am really busy now. (6) I'm hoping to be promoted next month.'

- He said that he was a junior copywriter and was learning how to design ads and write slogans.
- He told us that \_\_\_\_\_ the previous year.
- He said that WPP \_\_\_\_\_ in the country.
- He told us that his job \_\_\_\_\_ products.
- He said that \_\_\_\_\_ then.
- He said that \_\_\_\_\_ the following month.

➔ **STUDY TIP** Remember: *You say something* but *You tell someone something*.

## Grammar reported speech

5 Read the reported feedback on a new advertisement. Choose the correct option to complete the direct speech.

- The sales manager said it was a brilliant advertisement. 'It is / *was* a brilliant advertisement.'
- The head designer told us that they hadn't designed the poster yet. 'We *don't design* / *haven't designed* the poster yet.'
- The finance manager said he was trying to find out how much it would cost to produce. 'I *am* / *was* trying to find out how much it *will* / *has* cost to produce.'
- The client said that it wouldn't sell their product. 'It *doesn't* / *won't* sell our product.'

I can ...

talk about advertising.

understand and use reported speech.

Very well      Quite well      More practice

