

**E** What are the advantages and disadvantages for a company of using celebrity endorsement in its advertising?

**F** The article mentions an attention-grabbing advertisement. This type of phrase is common in advertising. Match the words 1 to 6 to the words a) to f) to make word partnerships.

- |          |              |
|----------|--------------|
| 1 energy | a) teasing   |
| 2 eye    | b) saving    |
| 3 thirst | c) watering  |
| 4 money  | d) catching  |
| 5 mouth  | e) quenching |
| 6 brain  | f) saving    |

**G** Which of the word partnerships in Exercise F would you use to describe these products?

- |                                 |  |
|---------------------------------|--|
| 1 a soft drink <b>3</b>         | 4 a low-power light bulb <b>f</b>                    |
| 2 a fruit bar <b>5</b>          | 5 a range of smart clothing <b>d</b>                 |
| 3 a computer quiz game <b>2</b> | 6 a range of supermarket own-brand products <b>6</b> |

### Listening Planning advertising campaigns



**A** **6.1** Jeremy Thorpe Woods, Head of Planning at Saatchi and Saatchi, a leading advertising agency based in London, talks about advertising campaigns. Listen to the first part of the interview and answer these questions.

- What does Jeremy say is the most important thing about advertising nowadays? *To gain the consumer's attention*
- What are the key elements of a good advertising campaign, according to Jeremy? *Single-minded in what you need to say*

**B** **6.2** Listen to the second part of the interview and complete the flow chart.

#### Planning and launch stages of an advertising campaign

**Stage 1** Discussion with *clients*, *business objectives* and *brands*.  
Talk about their *business objectives* and *brands*.  
Develop a *marketing strategy*.

**Stage 2** *Research* stage  
Observe the target audience, get to know them through *qualitative research*.

**Stage 3** Develop a *Creative brief*  
Talk to your creative partners about *target generation*.  
Discuss the communication idea with your *client*.  
Go back to your *target audience*.

**Stage 4** Make the *communication campaign*.  
Use *further research* to track how it is working.

# Market Leader Answer Unit 3

**Marco Cascella**



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