

- 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 3 | 4 a low-power light bulb f |
| 2 a fruit bar 5 | 5 a range of smart clothing d |
| 3 a computer quiz game 2 | 6 a range of supermarket own-brand products 6 |

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 <i>clients</i>
Talk about their <i>business objectives</i> and <i>brands</i>
Develop a <i>marketing strategy</i> |
| Stage 2 | <i>Research</i> stage
Observe the target audience, get to know them through <i>qualitative research</i> |
| Stage 3 | Develop a <i>creative brief</i>
Talk to your creative partners about <i>target generation</i>
Discuss the communication idea with your <i>client</i>
Go back to your <i>target audience</i> |
| Stage 4 | Make the <i>communication campaign</i>
Use <i>further research</i> to track how it is working |

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