

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

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 Intermediate 3rd Edition Answers Key

VM Jensen



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Market Leader Intermediate 3rd Edition Answers Key Book Review: Unveiling the Power of Words

In some sort of driven by information and connectivity, the power of words has are more evident than ever. They have the capability to inspire, provoke, and ignite change. Such may be the essence of the book **Market Leader Intermediate 3rd Edition Answers Key**, a literary masterpiece that delves deep into the significance of words and their impact on our lives. Published by a renowned author, this captivating work takes readers on a transformative journey, unraveling the secrets and potential behind every word. In this review, we will explore the book is key themes, examine its writing style, and analyze its overall impact on readers.

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