

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

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J Rink



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Table of Contents Market Leader New Edition Intermediate Answer Key

1. Understanding the eBook Market Leader New Edition Intermediate Answer Key
 - The Rise of Digital Reading Market Leader New Edition Intermediate Answer Key
 - Advantages of eBooks Over Traditional Books
2. Identifying Market Leader New Edition Intermediate Answer Key
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an Market Leader New Edition Intermediate Answer Key
 - User-Friendly Interface
4. Exploring eBook Recommendations from Market Leader New Edition Intermediate Answer Key
 - Personalized Recommendations
 - Market Leader New Edition Intermediate Answer Key User Reviews and Ratings
 - Market Leader New Edition Intermediate Answer Key and Bestseller Lists
5. Accessing Market Leader New Edition Intermediate Answer Key Free and Paid eBooks
 - Market Leader New Edition Intermediate Answer Key Public Domain eBooks
 - Market Leader New Edition Intermediate Answer Key eBook Subscription Services
 - Market Leader New Edition Intermediate Answer Key Budget-Friendly Options

6. Navigating Market Leader New Edition Intermediate Answer Key eBook Formats
 - ePub, PDF, MOBI, and More
 - Market Leader New Edition Intermediate Answer Key Compatibility with Devices
 - Market Leader New Edition Intermediate Answer Key Enhanced eBook Features
7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of Market Leader New Edition Intermediate Answer Key
 - Highlighting and Note-Taking Market Leader New Edition Intermediate Answer Key
 - Interactive Elements Market Leader New Edition Intermediate Answer Key
8. Staying Engaged with Market Leader New Edition Intermediate Answer Key
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers Market Leader New Edition Intermediate Answer Key
9. Balancing eBooks and Physical Books Market Leader New Edition Intermediate Answer Key
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection Market Leader New Edition Intermediate Answer Key
10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
11. Cultivating a Reading Routine Market Leader New Edition Intermediate Answer Key
 - Setting Reading Goals Market Leader New Edition Intermediate Answer Key
 - Carving Out Dedicated Reading Time
12. Sourcing Reliable Information of Market Leader New Edition Intermediate Answer Key
 - Fact-Checking eBook Content of Market Leader New Edition Intermediate Answer Key
 - Distinguishing Credible Sources
13. Promoting Lifelong Learning
 - Utilizing eBooks for Skill Development
 - Exploring Educational eBooks
14. Embracing eBook Trends
 - Integration of Multimedia Elements

- Interactive and Gamified eBooks

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