

- 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 3rd Edition Intermediate Answer Key

**M Planty**



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