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

2.	energy a)	teasing
2	cycb)	saving
3	thirst	watering.
40	moneyd)	catching
5	mouth e)	quenching
6	brain 1)	saving

- 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 ¶
    2 a fruit bar 5 5 a range of smart clothing 4
    3 a computer quiz game 6 a range of supermarket own-brund products 6

# Planning advertising campaigns



#### 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 levemy say is the most important thing about advertising nowadays? To goth 4 he. Sonsower's affection
- 2 What are the key elements of a good advertising campaign, according to Jeremy? Ong to minder as in swhich to you need to say
- 6.2 Listen to the second part of the interview and complete the flow chart.

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

- Stage: Discussion with Clients Stage three brands s

  Develop a marketing Shorts y
- Observe the target audience, get to know them through
- Stage 3 Develop a Green tyon benefit
  Talk to your creative partners about . Loke a . generation
  Discuss the communication idea with your
  Go back to your target as alience
- Stage 4 Make the Comprisinion Comprising
  Use Full Inc. ACCOM to track how it is working.

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