

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 *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 Answer Keys

Wolfgang Guggemos

A red circular graphic with a gradient, appearing as a partial circle or a stylized arrow pointing to the right, located to the right of the author's name.

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