

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.

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Xiaolong Qi



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Proceedings of IAC-TLEI 2016 in Budapest group of authors, 2016-07-01 International Academic Conference on Teaching Learning and E learning in Budapest Hungary 2016 IAC TLEI 2016 Friday Saturday July 8 9 2016 **Assessing English Proficiency for University Study** J. Read, 2015-01-27 This book focuses on strategies and procedures for assessing the academic language ability of students entering an English medium university so that those with significant needs can have access to opportunities to enhance their language skills **Prentice Hall's Accounting Faculty Directory ' 91** James R. Hasselback, 1990-12 *"The" Illustrated London News*, 1854 *Resources in Education*, 1997 *Bulletin of the Atomic Scientists*, 1996-01 The Bulletin of the Atomic Scientists is the premier public resource on scientific and technological developments that impact global security Founded by Manhattan Project Scientists the Bulletin s iconic Doomsday Clock stimulates solutions for a safer world **Modern Nursing Home**, 1971 **InfoWorld**, 1985-12-02 InfoWorld is targeted to Senior IT professionals Content is segmented into Channels and Topic Centers InfoWorld also celebrates people companies and projects *Congressional Record* United States. Congress, 1957 **Billboard**, 1959-06-15 In its 114th year Billboard remains the world s premier weekly music publication and a diverse digital events brand content and data licensing platform Billboard publishes the most trusted charts and offers unrivaled reporting about the latest music video gaming media digital and mobile entertainment issues and trends *Catalog* Food and Nutrition Information Center (U.S.), 1974 *Bibliography of Agriculture with Subject Index*, 1979-10 *Bulletin of the Atomic Scientists*, 1998-01 The Bulletin of the Atomic Scientists is the premier public resource on scientific and technological developments that impact global security Founded by Manhattan Project Scientists the Bulletin s iconic Doomsday Clock stimulates solutions for a safer world *The Hindu Weekly Review*, 1959 **Bulletin of the Atomic Scientists**, 1966-06 The Bulletin of the Atomic Scientists is the premier public resource on scientific and technological developments that impact global security Founded by Manhattan Project Scientists the Bulletin s iconic Doomsday Clock stimulates solutions for a safer world *Bulletin of the Atomic Scientists*, 1991-05 The Bulletin of the Atomic Scientists is the premier public resource on scientific and technological developments that impact global security Founded by Manhattan Project Scientists the Bulletin s iconic Doomsday Clock stimulates solutions for a safer world *Bulletin of the Atomic Scientists*, 1971-09 The Bulletin of the Atomic Scientists is the premier public resource on scientific and technological developments that impact global security Founded by Manhattan Project Scientists the Bulletin s iconic Doomsday Clock stimulates solutions for a safer world *Cincinnati Magazine*, 2003-04 Cincinnati Magazine taps into the DNA of the city exploring shopping dining living and culture and giving readers a ringside seat on the issues shaping the region *Business Week*, 2004 *The Mining Journal, Railway and Commercial Gazette*, 1907

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