

Unit 13 Advertising

13.1. Warm-up Questions

1. Have you ever bought something after seeing an advertisement?
2. What types of products are advertised the most in your country?
3. Are there any products that shouldn't be advertised? Why?

13.2. Vocabulary *Read the following adjectives. Then, look at the products listed below. Which adjectives would be most important in an advertisement for each product. Why?*

Simple Informative Amusing Unique Complex Controversial
Devastating Compelling Sexy Entertaining Serious Attractive
Clever Glamorous Sensational Memorable Dramatic Light-hearted

1. Cell Phone- _____
2. Car- _____
3. Laptop Computer- _____
4. Bank- _____
5. Health Club- _____
6. Restaurant- _____
7. Beer- _____
8. Airline- _____
9. Medicine- _____
10. Hotel- _____

13.3. Advertising

13.3a: Activity: Jingles and Slogans

Preparation Question: What is the difference between a jingle and a slogan?

Think of 5 jingles or slogans that are popular in your country. See how long it takes your classmates to guess the product connected to the slogan or jingle.

- _____
- _____
- _____
- _____
- _____

13.3b. Discussion: *In advertising, AIDA stands for: Attention, Interest, Desire, and Action. Explain how these concepts are important when creating an ad campaign.*

13.3c. Discussion: *What are the most popular products in your country? Do you think they are popular due to advertising?*

13.4a. Activity: Putting Together an Advertising Campaign

The following is a list of the steps most agencies follow when they devise a campaign. Put the list into the correct order. Use the clues below to help you.

- _____ -Evaluate Sales
- _____ -Market Research (Who is your target customer?)
- _____ -Design/Create (Slogan/Jingle/Icon/Logo)
- _____ -Set Sales Goals
- _____ -Set Budget
- _____ -Place the Ad (Promote)
- _____ -Decide on the Ad venue (Television, Newspaper, Magazine, Radio)

13.4b. Create an Advertising Campaign: *Choose a product that you would like to promote. As a group or individually, create a campaign. For each step, consider the following questions.*

Product-_____

Step 1- _____

Target customer (age, social class)- _____

Where will you advertise (area in the city)- _____

Step 2- _____

Will you use television, newspapers, magazines, radio, or the internet?

Step 3- _____

How much will you spend on: radio ads, television ads, actors, singers, artists, staff, magazine ads, fliers, billboards, or coupons?

Step 4- _____

What are your anticipated sales? What do you expect the total cost to be?

Step 5- _____

What type of logo or icon will you create? What will your slogan be? How will you accomplish this?

Step 6- _____

Where or with whom will you place the ad?

Step 7- _____

How many coupons will you distribute? What type of coupons will you create ("buy one, get one free", discounted prices, etc.)