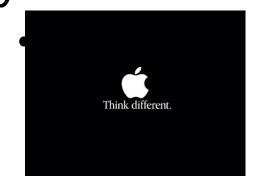


is 'advertising'.







Television Radio Social Network e mail Advertising Newspaper Leaflet Magazine Internet Billboard



Poster

Billboard



Radio ad



TV commercial



'Classified' ad

We offers an opportunity for private assist you finance Free Property Seminar SENIOR ADVISOR ASSISTANT Topic covered Buying procedures, dance lessons. Students can A well-established independent issues, and property values, TODAY wealth management organization and learn ag is limited, so please t Training is seeking a qualified Senior want you to register * MORTGAC Advisor Assistant to join their team. click the link FER NOW!!! \$40,000 to \$60,000 per annum Residential Specialize in based on relevant experience Estate Finance **IGLISH CLASSES** RECEPTIONIST WANTE English as a Second Language Mortgages Service first time home d Language / Our Clinic is looking Accent Reduction Instructor n Instructor ind Licensed Receptionist that is looking NEED A Now for 2805 \$25/hr per Lesson fees are: \$25/hr per with our centre. This Do you need person for two open for a driven, pa some cash person; \$20/hr per person for two self motivated perso UTIONS! ZUICKLY We ate Property NANCE ig and Real 300KKEE Mana intenance work students. Residential Accounts F ngblow it clean. Estate Accounts SERVICES n, pruning of Sales A and C Bank Cred inting, and other 1\$32,900 ent Hexible ri d installation. droom / 1 1/2 We currently for (043) ver RD has been 3BR opportunity in GARDEN MAINTENANCE VOVATED!! more inform the for a realtor? Experienced in maintenance work company. See it have some OF you don't know Send resume. such as, lawn mowingblow it clean, of qualify for a SENER ortgage through the trimming, garden, pruning of leekin PROBLEM g. LOANS Word Processin plants, hedges, planting, and other DEWE ident Loan? Our client is seeking nds of options to naintenance and installation STYPE experienced Word BEDROOM for 850\$ ncially. CALL US leautiful 2 bed/2 bath open floor Specialist to join their ration: West River RD. concept condo comes with a short-term project kitchen, charming living background in compute froom wil fireplace and balcony in general. \$15/H GE EXPERT * Do you need a Student Loan? Commercia HOUSE FOR SALE We provide all kinds of options to 2 bed/2 bath open floor cof/lept Residential assist you financially CALL (PS) rando comes with a lovely (africa) & All Coxe

Junk mail/ mailshot



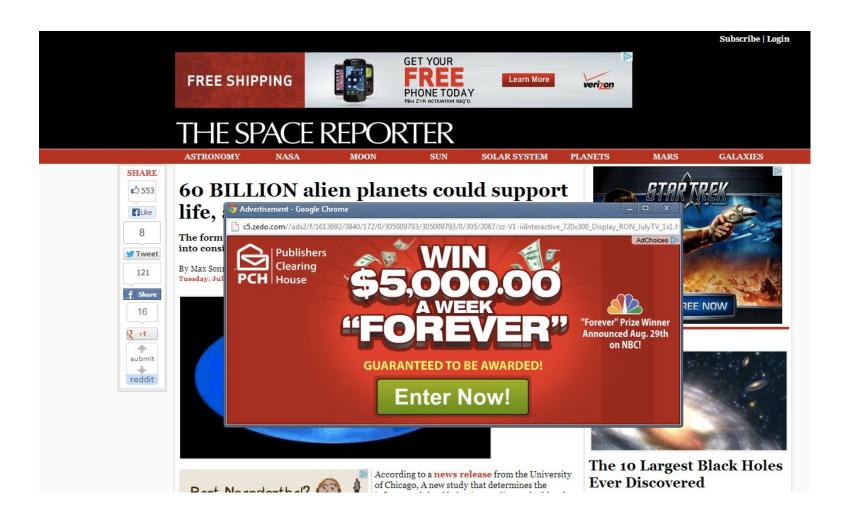
Leaflet



Banner ad



Pop-up ads



Word-of-mouth



- Poster
- Billboard
- Radio ad
- TV commercial
- 'Classified' ad
- Junk mail/ mailshot
- Leaflet
- Banner ad
- Pop-up ad
- Word-of-mouth









Listening task

You will hear an interview with the director of an advertising agency. He talks about the future of different advertising media. Listen and answer the following questions to show you have understood the general gist of the interview.

Which four advertising media does he talk about?

Which three media are becoming more important?



Ad discussion

??

- 1. What is the ad for?
- 2. Who is the **target audience**?
- 3. What is the **price range**?
- 4. Is the ad effective? How?
- 5. Does it make you want to buy this product or service?

Commercial discussion

- What does is advertise?
- What's the company's name and slogan (if any)?
- Who is the target audience?
- What makes it effective?
- What's the impact of the jingle used?

Key Vocabulary Check

• Fill in the gaps with the words below in the correct form:

advertisement commercial agency jingle slogan billboard target

- 1. He has worked for the same advertisingfor 5 years now.
- 2. There are way too many TV...... on nowadays.
- 3. Who's thegroup for this product?
- 4. That's a pretty clever campaign; it's funny and easy to remember.
- 5. I saw thefor this car in the paper yesterday, it looked amazing!
- 6. This has been stuck in my head all day, I can't stop singing it over and over!
- 7. I think these largeon the side of the road are really dangerous.



Homework: Case study

Choose one company and make a presentation on its advertising strategies.

These questions can help you:

- What does the company produce? What is its name, price, description, logo, slogan, brand image?
- Who is its target audience? What is its age range?
- What ways of advertising does it prefer?
- Analyze its best advert or commercial.

Evaluation criteria

	Criteria				Points
	5	10	15	20	
Organization	Audience couldn't understand presentation because there wasn't a sequence of information.	Audience had difficulty following presentation because students jumped around.	Students presented information in logical sequence, which the audience followed.	Students presented information in logical, interesting sequence, which the audience followed.	
Product Knowledge	Students did not exhibit an understanding of the product.	Students exhibited a basic understanding of the product but did not provide adequate information.	Students exhibited an adequate understanding of the product and provided details.	Students demonstrated a full understanding of the product and used explanations and elaboration.	
Visuals	Students used visuals that did not support presentation.	Students occasionally used visuals that rarely supported presentation.	Visuals related to presentation.	Student used visuals to reinforce presentation.	
Eye Contact	Students didn't maintain eye contact with the audience, and remain tied to a written script.	Students maintain limited eye contact with the audience, and frequently refer to a written script.	Students maintain good eye contact throughout presentation, and occasionally refer to a script.	Students maintain superior eye contact during presentation and rarely refer to a script.	
Delivery	Students mumble, and speak too quietly for students in the back of class to hear.	Students somewhat project their voices, but audience members have difficulty hearing presentation.	Student voices are clear. Students annunciate and communicate ideas.	Students used a clear voice, and effectively conveyed their ideas.	
				Total>	