



The Ultimate Driving Machine

Creative without strategy is called 'art.'  
Creative with strategy is 'advertising'.

‘ ,



Jef



ds



Television

Radio

Social Network

email

# Advertising

Newspaper

Leaflet

Magazine

Billboard

Internet



Poster

**Tropicana**  
PURE PREMIUM

*Each Drop comes from the fruit.*

# Billboard



**FROM FARM TO FACE**

 **CHIPOTLE**  
MEXICAN GRILL

# Radio ad



# TV commercial



# 'Classified' ad



# Junk mail/ mailshot





# Leaflet



# Banner ad

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## Jesus will return by 2050, say 40pc of Americans

More than 40 per cent of Americans believe Jesus Christ will return to Earth by 2050, according to a poll.

Published: 7:28PM BST 22 Jun 2010

40 Comments

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751 diggs digg it

308 retweet

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Religion News USA

Ads by Google

### FLY FROM \$329\* AND GET 20% OFF HOTELS.

BOOK BY 6/30

\*E/M BASED ON R/T NYC-LON. GOV'T TAXES AND FEES EXTRA.

VISIT LONDON BRITISH AIRWAYS

#### GEORGE PITCHER'S PARISH PUMP

##### The Holy Post Café

The villagers of Kinoulton in Nottinghamshire have breathed new life into their church by introducing into it a café and post office, says George Pitcher.

Shortcomings in schooling

# Pop-up ads

The image shows a screenshot of a website titled "THE SPACE REPORTER" with a navigation bar containing links for ASTRONOMY, NASA, MOON, SUN, SOLAR SYSTEM, PLANETS, MARS, and GALAXIES. At the top right, there are links for "Subscribe" and "Login". A banner at the top features a "FREE SHIPPING" offer, an image of a smartphone, and a promotion for a "FREE PHONE TODAY" with a "Learn More" button and the Verizon logo. The main article headline is "60 BILLION alien planets could support life," with a sub-headline "The form into consi" and author "By Max Son Tuesday, Jul". A social sharing sidebar on the left includes buttons for "SHARE", "Like" (553), "8" (Twitter), "121" (Facebook), "16" (Reddit), and "submit" (Reddit). A large red pop-up advertisement is overlaid on the page, titled "WIN \$5,000.00 A WEEK 'FOREVER'" and "GUARANTEED TO BE AWARDED!". The ad includes the "PCH Publishers Clearing House" logo, a "FREE NOW" button, and text stating "Forever Prize Winner Announced Aug. 29th on NBC!". A green "Enter Now!" button is at the bottom of the ad. In the background, a "STAR TREK" image and a "FREE NOW" button are visible. At the bottom of the page, a snippet of another article is visible: "The 10 Largest Black Holes Ever Discovered" and "According to a news release from the University of Chicago, A new study that determines the Best Neanderthal?".

# 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?

1 .....      2 .....      3 .....      4 .....

Which three media are becoming more important?



*Natural Protection*



# 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 advertising .....for 5 years now.
2. There are way too many TV..... on nowadays.
3. Who's the .....group for this product?
4. That's a pretty clever campaign .....; it's funny and easy to remember.
5. I saw the .....for 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 large .....on 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	
<b>Organization</b>	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.	—
<b>Product Knowledge</b>	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.	—
<b>Visuals</b>	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.	—
<b>Eye Contact</b>	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.	—
<b>Delivery</b>	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 announce and communicate ideas.	Students used a clear voice, and effectively conveyed their ideas.	—
				<b>Total—&gt;</b>	—