

- 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 a |
| 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 do 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* + *intro 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 *idea generation*
Discuss the communication idea with your *client*
Go back to your *target audience*
- Stage 4** Make the *communication campaign*
Use *feedback* to track how it is working.

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Lei Huang



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