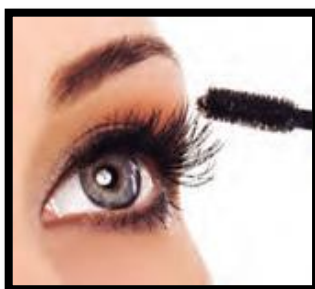


EXERCISES

1. Think of an advert that you can remember. Describe it to your partner.

Example: It's an advert for deodorant that shows a woman running for miles. She doesn't sweat because the deodorant is so good. I like this advert because the message is very clear.



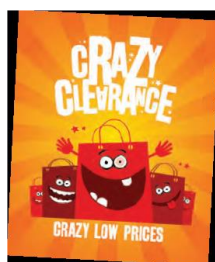
Useful expressions	
Describing an advert	
It's an advert for ...	deodorant. a mobile phone. jeans
It shows ...	a woman running. two people on the beach.
I like this advert because ...	it's interesting. it's funny.
I don't like this advert because ...	it's violent. it isn't true.

2. Read the text. Then think about the adverts that you discussed in exercise 1 and complete the table.

PRODUCT	ADVERT	TECHNIQUE

THE ADVERTISING GAME

Companies use different techniques in their adverts to attract people to their products. Here are some of the most common strategies.



Celebrities

We all know these adverts – you see a popular singer, sports person or model using a product and it makes you want to buy it, so that you can be just like your favourite celebrity.

Visual stimulation

Companies advertise their products in a creative way. They use strong colours to catch your eye, because they attract us to the product and they look good.

Emotional attraction

A lot of adverts promote their products by using music, images and stories that touch your emotions – love, friendship, nostalgia, etc. This is a very powerful way to attract you to their product.

Humour

This is a very common and successful way to advertise a product. People enjoy laughing, and they like to watch adverts again and again if they are funny. Soon, you associate this pleasant feeling with a product.

Special offers

Companies often make you believe that you are getting something for free if you buy their products. Be careful – this is usually not true!

glossary

✓ celebrities: *famosos/as*

- ✓ strategies: *estrategias*
- ✓ catch your eye: *llamar la atención*
- ✓ promote: *promocionar*
- ✓ pleasant: *agradable*
- ✓ special offer: *oferta*
- ✓ for free: *gratis*

3. Answer the questions. Then discuss your answers with a partner

- a. Which of the techniques in the text do you think is the most effective? Why?
- b. Which of these techniques do you find annoying or ineffective? Why?
- c. Which celebrities are advertising products on TV at the moment? What do you think of the adverts?
- d. Can you think of any adverts that make you feel emotional? What emotion do you feel? What products are they advertising?
- e. Look at the pictures. What do they show? What techniques do companies use when they advertise products for children? Are they different from products for adults? Think of some examples.

4. Read the three adverts. For each one, write:

- a. the name of the product
- b. the type of product

1. You know that feeling when you want to make an important call, but your phone is out of credit? With CallsOne , you can call any mobile in Colombia for just \$30 pesos per minute. And what's more, we will give you 30 minutes every day to make international calls for free! Register your mobile with CallsOne by calling 0180000000 now, or through our website: www.callsone.com. CallsOne. You will never think twice about making that call!

2. Make your child's dreams come true with MyBabyBike! We believe that if a child can walk, then he or she can ride a bike! MyBabyBike is perfect for the house and in the garden. But don't worry – your child won't fall off. My BabyBike is totally safe – it's impossible to fall off, thanks to our safety features. MyBabyBike will let your child develop and explore, and it's great for using all that energy! MyBabyBike. Let your child explore the world.

3. Your dog is your best friend. He will always support you, and he will always be by your side. That is why you have to be his best friend too! And that means giving him DoggyFood every day! DoggyFood is a delicious mixture of turkey, chicken and pork, with extra vitamins that

strengthen your dog's bones and teeth. DoggyFood. Your dog will love you forever!

5. Read again and choose the correct options.

Advert 1

- a. How much does it cost to call abroad?
1. It's free for 30 minutes a day.
 2. 30 pesos per minute.
 3. It's free all the time.

Advert 2

- b. What can't you do with this product?
1. Go into the garden.
 2. Explore the house.
 3. Fall off.

Advert 3

- c. What isn't true about this product?
1. It contains vitamins.
 2. Your dog should eat it every day.
 3. It contains one type of meat.

6. Match the sentence halves from the adverts.

- | | |
|---------------|--|
| a. Your dog | will never think twice about making that call. |
| b. Your child | won't love you forever! |
| c. You | will fall off. |

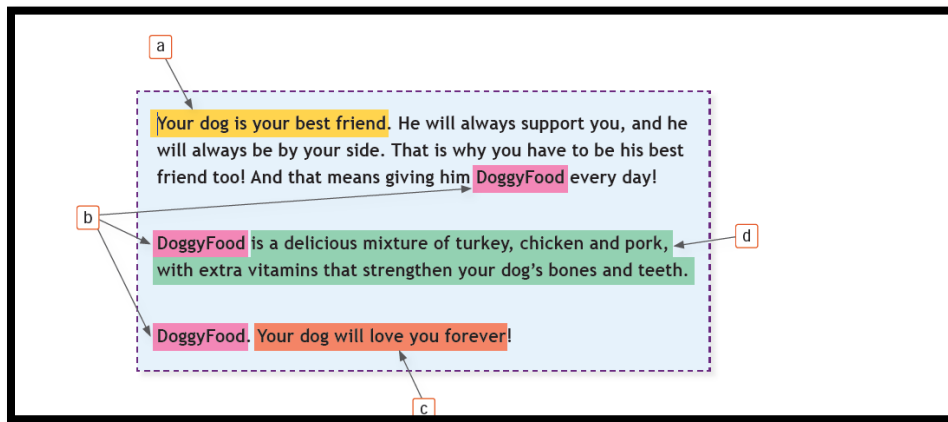
7. Complete the sentences using *will/won't* for predictions.

- a. I'm sure that my sister _____ love her new toy bear.
- b. I don't think that my clothes _____ be fashionable next year.
- c. I think that my dad _____ cook delicious pancakes every morning now that we've got a new oven.
- d. My dog _____ eat any other food now that she has DoggyFood every day!
- e. I get 3 hours of free calls every day! I'm sure that _____ I use them all.

8. You are going to write a radio advert for a product. First, read one of the adverts in exercise 7. Match the descriptions to the parts of the text.

- A prediction about how the product will improve the listener's life
- The name of the product (repeated)
- A description of the product

- A line that touches the listener's emotions



9. Now write your own radio advert. It can be a product from exercise 1, or your own idea.

Follow the instructions.

- Choose a product that you want to advertise.
- Decide who the audience for the advert is.
- Decide what you want the advert to include, for example: a description of the product, a special offer.
- Decide if you want to make the listener feel emotional.
- Use predictions with *will/won't*, to show how the product will improve the listener's life.