

'Nobody counts the number of ads you run. They only remember the impression you make.'  
William Bernbach (1911–1982), US advertising executive

## OVERVIEW

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Advertising and markets

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TV commercials

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much / a lot, a little / a bit

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Participating in discussions

## CASE STUDY

Excelsior Chocolate Products


**VOCABULARY**  
**Advertising and markets**

- A** **CD2.9 Listen and repeat these numbers.**
- |           |   |
|-----------|---|
| 6,300     | six thousand, three hundred                                     |
| 75,807    | seventy-five thousand, eight hundred and seven                  |
| 823,120   | eight hundred and twenty-three thousand, one hundred and twenty |
| 1,255,500 | one million, two hundred and fifty-five thousand, five hundred  |
| 10.5%     | ten point five per cent   |

**B** **CD2.10 Listen to part of a sales presentation and underline the correct number in each sentence.**

- Last year, the company had a market share of 10.3 / 103 per cent.
- Last year, for the launch of Sparkle Lite, the advertising budget increased by 30 / 13 per cent.
- Last year, the company sold more than 850,000 / 815,000 units of Sparkle.
- The new advertising campaign cost €90,000 / €900,000.
- The company wants to increase its market share to 11.5 / 11.9 per cent.
- Next year, the company wants to sell 210,000 / 2,100,000 units of Sparkle.

**C** **Match the beginnings of the sentences (1–5) with their endings (a–e).**

- |   |  |
|---|--|
| 1 Coca-Cola is a mass-market product; it                  | a) is a small but often profitable market. |
| 2 Selling special-interest holidays is a niche market; it | b) is outside the producer's country.      |
| 3 Rolex watches sell in a luxury market; they are         | c) is in the producer's country.           |
| 4 An export market  | d) high-quality and expensive goods.       |
| 5 A home market   | e) sells to large numbers of people.       |

**D** **In pairs, think of products which match the types of market in Exercise C.**

*Nike shoes sell to a mass market.*  
*Ferrari sports cars are a luxury-market product.*

**E** **Which medium is the best way to advertise these products (or the ones you discussed in Exercise D)? Choose from the list below. Discuss your ideas with a partner.**

a smartphone a perfume a health magazine  
a sports car a new chocolate bar

- newspapers/magazines (the press)
- online/internet ads
- billboards/hoardings
- TV/radio commercials
- mobile ads
- leaflets/flyers
- free samples

See the **DVD-ROM** for the *i-Glossary*.

## STARTING UP

**A** **Do this advertising quiz. Compare your answers with a partner. Then turn to page 131 to check your answers.**

- The most common word in advertisements is:  
a) *world*. b) *best*. c) *you*.
- A short song used in advertising is called a:  
a) jingle. b) pop-up. c) spot.
- What do you call this?   
a) a slogan b) a logo c) a jingle
- 'Just do it', 'Always Coca-Cola' and 'Because I'm worth it' are all:  
a) logos. b) jingles. c) slogans.
- In what year did internet advertising begin?  
a) 1990 b) 1994 c) 1998
- Which company was the first to advertise on the Internet?  
a) AT&T b) McDonald's c) Sony
- How long is a typical TV commercial?  
a) 20 seconds b) 30 seconds c) 40 seconds
- Where do you find advertising billboards or hoardings?  
a) on the Internet  
b) in the street  
c) on mobile phones
- Dentsu, WPP, and Ogilvy and Mather are all advertising:  
a) budgets. b) agencies. c) campaigns.

**B** **What's your favourite advert? Why do you like it?**

**READING**  
**TV commercials**

**A Before you read the article below, discuss these questions.**

- Which four adjectives best describe a VW Beetle?  
big fast feminine fun masculine powerful safe stylish unusual
- In your country, how popular is the Beetle? Who typically buys it?

**B As you read the article, think about these questions.**

- How is the photo in the article related to the 2012 Beetle?
- What kind of person did VW want to see the advert?

**C Choose the best option to complete these sentences.**

- An American / A German agency created the commercial.
- The 2012 Beetle has a more *masculine* / *feminine* design than the older New Beetle.
- The target customer for the 2012 Beetle is *male* / *male and female* drivers.
- The ad *shows* / *doesn't show* the new car in detail.
- VW first showed the commercial on *US* / *German* TV.
- VW first showed the car to the public at an event in *Shanghai* / *New York*.

**D In each box, match the words from the article to make word partnerships.**

1 advertising	a) break	4 create	d) male drivers/customers
2 commercial	b) event	5 launch	e) the 2012 Beetle
3 launch	c) agency	6 attract	f) a commercial

**E Work in pairs. Each choose a TV advertisement you like.**

- Complete these sentences about the advertisement.  
*It's an advertisement for ... It shows ...*  
*The music for the ad is ... I like the advertisement because ...*
- Tell another student about your advertisement.

FT

## Volkswagen's Black Beetle ad

by Bernard Simon

In spring 2011, Volkswagen asked the US advertising agency Deutsch, LA to create a TV commercial to launch its latest car, the 2012 Beetle.

5 The 2012 Beetle is bigger, more powerful and more masculine in design than the earlier model, the New Beetle, launched in 1987. Head of Design Klaus Bischoff said, "We wanted to give the car a stronger and more masculine look." The idea was to attract more male drivers. More women than men bought the New Beetle. (Sales to women were 15 61 per cent in 2010.) Luca De Meo, Marketing Director, wants to see a 50–50 split between men and women for the new car.

The 30-second advert shows a beetle racing through a forest. The beetle has a racing stripe on its back and is much bigger than the other insects. It races past the other insects and cuts corners, just like a high-performance car. At the end of the advertisement, the beetle changes into the outline of the car, in the shadows. The music for the advertisement is the rock song *Black Betty*. Using an image of a beetle for the car is not the most original advertising idea, but the advert is fun to watch.

VW first showed the advert during the commercial breaks of the American football Super Bowl in



April 2011. There is usually a lot of interest in the ads during these breaks, and companies can pay \$3 million for a 30-second commercial. Later that month, VW showed the new car to the public at launch events in three cities: first in Shanghai, then in Berlin and New York.

**LANGUAGE FOCUS 1**

**Comparatives and superlatives**

- We compare two things with the comparative form of the adjective.  
*Sales of luxury cars were **higher** this year than last year.*  
*The Mercedes LX is **more expensive** than a Volkswagen.*
- We compare three or more things with the superlative form.  
*China is **our largest** market in Asia.*  
*What is **the most expensive** make of car?*

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**A** **CD2.11 Write the comparative forms of these adjectives. Then listen to check how they are pronounced.**

- |               |              |                     |
|---------------|--------------|---------------------|
| 1 small ..... | 4 high ..... | 7 competitive ..... |
| 2 fast .....  | 5 bad .....  | 8 efficient .....   |
| 3 slow .....  | 6 good ..... | 9 interesting ..... |

**B Look at this chart. Decide whether the sentences below are true (T) or false (F). Correct the false ones.**

	VW Passat	Mazda MX-5	Mini Hatchback
Engine size	2.0 litre	1.8 litre	1.6 litre
Maximum speed	195 kph	195 kph	203 kph
Petrol consumption	4.6 litre / 100 km	7.3 litre / 100 km	5.4 litre / 100 km
Luggage compartment	566 litres	150 litres	160 litres
Length	4,769 mm	4,020 mm	3,699 mm
Price	€19,665	€19,174	€13,410

- The Mazda is a faster car than the Mini.
- The Mazda has a smaller luggage compartment than the Mini.
- The Mini has better petrol consumption than the Passat.
- The Mazda is more expensive than the Passat.
- The Passat is more practical for a family than the Mini.

**C Complete these sentences about the cars in Exercise B. Use the comparative form of the adjectives in brackets.**

- I think the Mazda is a *more stylish* car than the Mini. (*stylish*)
- The Passat has a ..... engine than the Mazda. (*powerful*)
- Compared to the Passat, the Mini is ..... to park in small spaces. (*easy*)
- The Passat is ..... to run ..... the Mazda. (*cheap*)
- The Passat is a ..... car ..... the Mini. (*spacious*)

**D Complete these conversations. Use the superlative form of the adjectives.**

- A: Advertising on primetime TV is expensive.  
B: Yes, it's *the most expensive* time of the day to show an advert.
- A: Nike's 'Write the future' commercial was very good.  
B: Yes, I think it was ..... commercial in 2010.
- A: 2009 was a bad year for the advertising industry.  
B: Yes, it was ..... year I can remember.
- A: China has a very high number of internet users.  
B: Yes, it has ..... number of users in the world.





**E** Which is the best car for each of these people? Choose a car from Exercise B.



**Stefan**  
I have a wife and three children. We drive a lot to visit relatives at weekends.



**Sophie**  
I have a company car, but I want a fun car to drive at the weekends. I live in Paris, so parking isn't easy.



**Petra**  
I need a car to take my six-year-old son to school and for local shopping. I don't want a car that is expensive to run.

**F** Work in pairs. Explain your choice to your partner.

*I think the ... is the best car for ... It's cheaper to run than the others. It's also the smallest car, so it's easy to park in town.*

**LISTENING**

**Good and bad advertising**



Liz Credé

**A** In pairs, discuss these questions.

- 1 What's your favourite advert on TV at the moment? Why do you like it?
- 2 Can you give an example of a bad advert?
- 3 Do you think there is too much advertising?

**B** CD2.12 Listen to the first part of an interview with Liz Credé, an organisation development consultant. Which of the questions in Exercise A does she answer?

**C** CD2.12 Listen again and answer these questions.

- 1 What is the product in the advert she does not like?
- 2 What is the advert about?
- 3 Why does she not like the advert? (Give two reasons.)

**D** CD2.13 In the second part of the interview, Liz talks about what makes an advert really effective. Listen and complete this extract.

I think what makes it .....<sup>1</sup> is for it to be very .....<sup>2</sup>, that you remember a key .....<sup>3</sup> or the main .....<sup>4</sup> in it. One that I particularly like at the moment is the Honda cars .....<sup>5</sup>, which uses pictures of flowers in the countryside to give a very .....<sup>6</sup> message about the engine and the cars.

**E** In pairs, think of four ways to complete this sentence.

Adverts should not ...

**F** CD2.14 Listen to the final part of the interview and complete the sentence in Exercise E for Liz. What example does she give?

**LANGUAGE FOCUS 2**

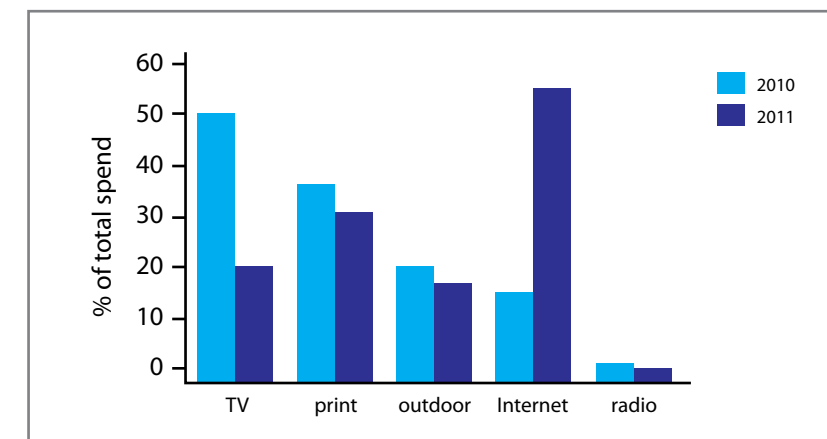
*much / a lot, a little / a bit*

- We use *much* or *a lot* with comparative adjectives to talk about large differences. *Much* is more formal than *a lot*.  
Cars with low petrol consumption are **much** cheaper to run.  
New Zealand is a good market, but Australia is **a lot** bigger.
- We use *a little* or *a bit* to talk about small differences. *A little* is more formal than *a bit*.  
The PDX100 is **a little** more expensive than the PDX200.

page 152

**A** Look at this chart. What does it show?

Toptek advertising spend 2010–2011



**B** Complete these sentences about the chart.

- 1 In 2010, Toptek spent most of its advertising budget on .....
- 2 The amount it spent on TV advertising was ..... lower in 2011.
- 3 In 2010, the spend on outdoor advertising was a ..... higher than in 2011.
- 4 Toptek spent most of the budget on ..... advertising in 2011.

**C** Compare Toptek's advertising spend in 2010 and 2011. Talk about these points.

- 1 *In 2010, Toptek spent about 15 per cent of its budget on internet advertising. The amount it spent in 2011 was much higher.*
- 1 internet advertising
- 2 print advertising
- 3 radio advertising

**D** Compare these two pool tables using *much, a lot, a little* and *a bit*.

*The Classic pool table is a bit wider than the Trainer pool table.*

	Trainer pool table	Classic pool table
Width	93 cm	95 cm
Length	176 cm	180 cm
Height	78 cm	80 cm
Weight	25 kg	50 kg
Price	£144	£280



Watch the interview on the DVD-ROM.



**SKILLS**  
**Participating in discussions**



**A** CD2.15 Chris, Nicky and Stephen own a chain of florists in London. They are talking about new ways of advertising their business. Listen to their conversation and choose the correct endings for these sentences.

- Chris doesn't want a big advertising campaign because it:
  - is too expensive.
  - is the wrong time.
  - will not be successful.
- Chris wants to target:
  - businesspeople.
  - wedding organisers.
  - older people.
- Nicky suggests that they should:
  - improve their website.
  - redesign their website.
  - try new websites.
- They plan to start by advertising their flowers on:
  - Facebook.
  - Twitter.
  - all the social networking sites.

**B** CD2.15 Listen to the conversation again and complete these extracts.

- Sorry, Stephen, I don't agree with you.
- I think we need to ..... rich people.
- Yeah, you're ..... They're the people to aim at ...
- How do you ..... about that, Stephen?
- I really ..... the idea.
- How about ..... with a Facebook page?

**C** Look at the extracts in Exercise B. For each one, decide whether the speaker is:

- agreeing.
- disagreeing. **1**
- asking for an opinion.
- giving an opinion.
- making a suggestion.

Watch the discussion on the DVD-ROM.

**D** Work in groups of three. Role-play this situation. You are taking part in a marketing meeting to discuss the launch of a new range of biscuits and how to promote it.

Student A: Turn to page 133.  
Student B: Turn to page 139.  
Student C: Turn to page 143.

**USEFUL LANGUAGE**

**AGREEING**

You're right.  
I really like the idea.  
I agree with you.

**DISAGREEING**

(Sorry,) I don't agree with you.  
I'm afraid I don't agree.  
I'm not sure I agree with you.

**ASKING FOR AN OPINION**

What do you think?  
What's your opinion?  
How do you feel about that?

**GIVING AN OPINION**

I think we need to target rich people.  
In my opinion, we can use a different way of advertising.  
Let's use Facebook and Twitter.

**MAKING A SUGGESTION**

What about using social networking sites?  
How about starting with a Facebook page?

# Excelsior Chocolate Products

What are the best ways to advertise a new chocolate bar?

**Background**

Excelsior Chocolate Products (ECP) is an international company based in Switzerland. It is planning to launch a high-quality dark chocolate bar early next year. The marketing department is making some decisions now concerning the advertising and promotion of the product.

**The new chocolate bar**

CD2.16 Listen to a conversation between Laurence and Tracy, two members of the marketing department of ECP. They are talking about an advertising campaign by one of their competitors, Palmer and Mason. Discuss these questions.

- What do they like about their competitor's advertising campaign?
- What advantage does their competitor have when planning advertising campaigns?
- How will this advantage affect their competitor's campaign?

Look at the options below for the new chocolate bar.

Names	Selling prices (standard bar)	Target market	Advertising agency	Advertising media	Main outlets
• High Life	• €2	• Women	• Butler and Jones: one of the biggest agencies in the industry	• Billboards	• Specialist chocolate stores
• Dreamland	• €3	• People in the middle-income group	• The 3T group: won an award last year for the best magazine advert	• Magazines and newspapers	• Top department stores
• Fantastik	• €4 or more	• Professional people with high incomes	• James Watson and Associates: a new, very creative agency with young staff	• Internet adverts	• Supermarkets

**Task**

Work in small groups. Look at the information and discuss how ECP needs to launch its new chocolate bar.

- Discuss which option in each category is the best for the company.
- Think of ideas for the following:
  - a good slogan for the chocolate bar *'The best for you'*
  - a famous person to advertise the product *a film star, sports player, TV personality, etc.*
  - a TV advert (for the UK, US, Australia) *a waiter bringing the chocolate bar to customers in a restaurant*
  - special events advertising *the US 'World Series' baseball competition*
- Present your ideas to the other groups. Answer their questions.
- Work as one group. Decide on the best idea in each category for the launch. Use language from the Useful language box on page 80 if you agree, disagree or want to make suggestions to your colleagues.

**Writing**

Write a short description of your plans for the launch of the new chocolate bar. Describe your ideas for the slogan, endorsements, TV adverts and special events advertising.

→ Writing file page 127

