Vocabulary & Pronunciation / Level 3

Unit 29 - *Advertising*

Sobre este eBook

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Introduction

In this unit, you'll learn fifteen new words or phrases related to advertising, and you'll also improve your pronunciation with these words.

Vocabulary Task 1

You are going to hear some questions related to advertising, which use some useful vocabulary. Which words do you know and which words don't you know? How would you answer these questions?

Can you think of any particularly original or unoriginal adverts? Are there any adverts that you think are totally unique?

Which logos do you think are the most memorable or eye catching?

Can you think of any celebrities that endorse particular brands or products?

Which advertising slogans can you remember?

Do advertisers target particular groups of people?

Meaning and Pronunciation Task 1

So let's check the words and phrases from those questions. Remember to repeat when you hear the beep to help your memory and pronunciation.

There were two words which we use to describe things that are different from other things. The first one means that there's nothing the same as this anywhere.

unique

unique

It's totally **unique**.

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And the other one means that this is different or new to what's been done before.

original

The *–al* ending sound is /əl/.

original

It's really **original**.

The next word is a noun. It's the symbol used to represent a company. You see this on a product or advert.

a **logo**

/əʊ/

a **logo**

What does the Nike **logo** look like?

The next word is like a **logo**, but you hear it you don't see it. It's a short phrase that a company uses in adverts to make you think of their product and what it's about.

a **slogan**

a **slogan**

MacDonald's **slogan** is *I'm lovin' it.*

The next word is a verb. A famous person does this to a product, if they say in an advert that they like it.

endorse

Stress on the second syllable.

to **endorse** something

Michael Jackson **endorsed** Pepsi.

And Pepsi is a (..?..) of cola.

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a **brand**

a **brand**

Do you have a favourite sports **brand**?

Advertisers and marketers have usually thought about exactly who they want to buy their product, and they advertise to try and get those people. They (..?..) them.

target

The end sound is /It/.

to **target** someone

So we can use this as a verb;

They're **targeting** teenagers.

Or as part of a noun

The **target market** is teenagers.

Vocabulary and Listening Task 1

Now listen to the questions again, this time with the answers. Do you agree with our speakers?

TOM: Can you think of any particularly **original** or **unoriginal** adverts? Are there any adverts that you think are totally **unique**?

HANNAH: Erm I can think of a few **original** adverts…um…particularly the Cadbury's chocolate advert, that was very…became very well known in the UK recently, where there was a…a gorilla playing…um the drums. And he was playing the drums along to a Phil Collins…um…Phil Collins tr…song. Um and think it was quite **original** because the gorilla…had nothing really to do with chocolate, but it, was very very memorable…Um…I think it was quite a **unique** advert I'd say because I've never seen any…adverts quite like it and I'll always remember that one.

KATIE: Which **logos** do you think are the most memorable or eye-catching?

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HANNAH: I can think of a few, but I wouldn't say that they were particularly eye-catching. Um…one of the most memorable ones would be the McDonalds, *golden arches*, people call them…um…because you see them…wherever you go. Even when I was in Africa, we saw the erm…in…in the middle of the desert, there was still the McDonalds um…the M for McDonalds. Um, I also…always remember the Starbucks…the mermaid…the Starbucks sign. Um, and there seems to be a Starbucks in…everywhere, in the world at the moment, it's crazy. Um and, I'd say the Nike…the Nike tick…is something that I always remember as well.

TOM: Can you think of any celebrities that **endorse** particular **brands** or products?

HANNAH: Well, there's one at the moment that I keep seeing…and that's um, Usain Bolt who has…is doing an advert for Richard Branson's Virgin, at the moment and that's always…well it's quite amusing because Usain Bolt's pretending to be Richard Branson and…and Richard Branson's locked outside the office…because Usain wants to be him. And that's…I think that's quite a good advert…um…and I'm trying to think. David Beckham he's always in adverts. I always remember him but…the bad thing is I can't remember what he's advertising. Maybe Gucci or…something. I don't know.

TOM: Which advertising **slogans** can you remember?

HANNAH: *Just Do It* which is Nike. Erm, I can remember…er…*Have a Break, Have a Kit Kat*, I can remember…ooh…*P…P…Pick up a Penguin* and…er…Penguin is a chocolate bar…er…I always remember that one, and…Oh God there's loads. I should remember more than this, but I'm becoming very forgetful.

TOM: Do advertisers **target** particular groups of people?

HANNAH: I definitely think that advertisers **target** particular groups of people. Um…I think they have to **target** particular groups of people, otherwise the…um…like if they were **targeting** everybody then it… it's not specific enough. Um, and they need to kind of **target** their marketing. Erm, I would say chocolate products are definitely **targeted** towards women, and biscuits, and they're always kind of wrapped in quite feminine looking lux…slightly luxurious wrappers and, I think they're definitely **targeting** women and I think it works…because I love chocolate. (laughter)

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Vocabulary Task 2

Which words do you know and which words don't you know? How would you answer these questions?

If you were going to launch a new product, what would you do? How would you promote it?

Do you think flyers are an effective way of promoting something?

Do you think that the mass media pays too much attention to what celebrities wear and do?

Does a brand become more attractive to you if it sponsors an event you like? For example would you be more likely to buy something from a company that sponsored Wimbledon tennis tournament?

Are there too many commercials on TV now?

Can you think of any advertising campaigns that you really didn't like?

Does bad publicity affect what you buy?

Meaning and Pronunciation Task 2

So now we need to check the second group of words. Answer the questions and repeat after the beep.

Which verb means to pay for an event as a way of advertising your product or service?

to **sponsor**

It's a weak ending sound /ə/.

to **sponsor**

Coca Cola is **sponsoring** the Olympics.

What do you call a small piece of paper that advertises something and is given to people as they pass?

a **flyer**

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The *-er* end sound is also weak in British English /ə/.

a **flyer**

Can I give you a **flyer** for a new restaurant opening here?

Next, what do you call getting attention in newspapers, magazines and on television?

publicity

publicity

Her wedding got the movie a lot of **publicity**.

Media such as newspapers, TV and radio communicate with lots and lots of people. What are these forms of media known as together?

the **mass media**

the **mass media**

Mass media has changed advertising.

What's the American term for TV and radio adverts?

commercials

Three syllables. Stress on the second.

commercials

Sometimes there are more **commercials** than TV programmes.

When you have a series of adverts on TV or radio, or in newspapers and magazines, or in all of those things at the same time, for one product, this is an advertising…

campaign

an **advertising campaign**

They ran an **advertising campaign** using famous sports stars.

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Advertising's job is to (..?..) the product.

to **promote**

/prə/ then the stressed syllable /məʊt/.

to **promote**

They're **promoting** the product on the TV and through the internet.

When we want to sell something we need to make it (..?..) to people.

attractive

attractive

People don't buy things if they aren't **attractive**.

Vocabulary and Listening Task 2

So now you can listen to the second set of questions with the answers. See how your opinions compare.

KATIE: If you were going to **launch** a new product, what would you do? How would you **promote** it?

TOM: Hmm. Well, first of all, you need to think about er, building a buzz, beforehand, they call it a buzz, it means building up anticipation and excitement for the product, so that when it, comes to market…people are already…you know, already wanting it, they already desire that product. And…you can do that a number of ways, through say e-mail marketing or through advertising…er…using online pay-per-click advertising, which is *Google's* advertising thing…or…you could do a press release as well...erm..and then nowadays social…social engagement they call it, is very important, which is the social media. So, it's a good idea to think about maybe putting some of your product…exposing the market to some of your product in…in the social media beforehand and try and build a…a sort of word of mouth buzz, around the…the product **launch**.

KATIE: So do you think **flyers**…are an effective way of promoting anything these days?

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TOM: Well erm…I used to promote nightclubs in London, and **flyers** were the best way of promoting them, but this was in the…early to mid nineteen nineties. And…I think for certain things they're very good, for sort of arty events, for art gallery launches, you know, if they're very localised events…then it's very good to promote them with a **flyer** because you can go and leave them in the right cafes or…you know…I mean if you're promoting say a yoga class or something you can go and fl…put **flyers**…**flyer** the right cafes where all the kind of…yoga minded people go and have their coffees or their…their vegetarian lunches.

KATIE: Do you think the **mass media**, pays too much attention, to, what celebrities wear and what celebrities do?

TOM: Yeah. It drives me crazy. I cannot stand those magazines…the…the…teenage magazines where they're like, *Oh this person's put on one kilogram and they're wearing a pink top and…this trouser by Louis Vuitton…*and oh God. The whole thing makes me crazy I…I think there's far too much attention paid to what people wear.

KATIE: Does a **brand** become more attractive to you if it **sponsors** an event you like? So…for example would you be more likely to buy something from a company that **sponsored**…I don't know…Wimbledon tennis tournament…or another event that you were interested in?

TOM: Hmm, yeah when I was twelve, I definitely wanted to smoke *Marlboro* cigarettes, because I was into Grand Prix racing, and my favourite cars, had a *Marlboro*…were sponsored by *Marlboro*. So…yeah at a young age, probably too young, I had developed a desire to start smoking because of *Marlboro*. (laughter). Bad really, it's bad.

KATIE: Are there too many **commercials** on TV now?

TOM: Yeah. I don't watch them. I switch off. Recently er…I used…I've been watching, a UK channel, *Channel 4* on my *iPad*…and it was great, I was very happy with it, and then they introduced advertising…within the programmes on the *iPad* and I don't use it anymore. I can't…stand to waste my time, being sold to.

KATIE: Can you think of any **advertising campaigns** that you really didn't like?

TOM: About ninety-nine percent of them. (laughter) Erm…I don't know really, I can't think of a specific one now, but there's a few that I've…definitely switched off for, or switched the volume off immediately on the television. Some of the repetitive ones with the jingles, you know…like er…I don't know, some of the washing powder ones I think used to make me crazy.

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KATIE: Does bad **publicity** affect what you buy?

TOM: Mmm. Erm…Yeah I think it does. Definitely. Erm…one example would be that, a friend of mine a while ago told me that they test *Colgate* toothpaste on animals, by putting it in the eyes of rabbits…and ever since then, whenever I've been in a supermarket, and I've seen *Colgate*, I've, always chosen another brand, because of that one thing I was told. You know. So yeah, I think it's very powerful, and word of mouth – even more so.

Summary

You should now know the meaning of the words from this unit about advertising and be better at saying them. Fantastic.

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Extra Materials

Vocabulary Glossary

Or**i**ginal /ərɪdʒənəl/ (adjective) - original

un**i**que /juːniːk/ (adjective) - único

l**o**go /ləʊgəʊ/ (noun) - logo

sl**o**gan /sləʊgən/ (noun) - eslogan

to end**o**rse /ɪndɔːs/ (verb) - aprobar, refrendar, promocionar

to t**a**rget /tɑːgɪt/ (verb) - captar, dirigir

a brand /brænd/ (noun) - marca

to sp**o**nsor /spɒnsə/ (verb) - patrocinar

a fl**y**er /flaɪə/ (noun) - folleto

publicity /pʌblɪsəti/ (noun) - publicidad

mass m**e**dia /mæsmiːdiə/ (noun) - medios de comunicación de masas

advertisements / comm**e**rcials /ədvɜːtɪsmənts/ /kəmɜːʃəlz/ (noun) - anuncios

a camp**ai**gn /kæmpeɪn/ (noun) - campaña

to prom**o**te /prəməʊt/ (verb) - promocionar

attr**a**ctive /ətræktɪv/ (adjective) - atractivo

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Practice 1

Match a number (1-6) with a letter (a-f)

1. Their logo
2. It's a really original
3. They are trying to create
4. A big company is
5. The advertising campaign
6. They are promoting it

a) idea for an advert.

b) going to sponsor the event.

c) will target people over 60.

d) shows a little coffee bean.

e) on TV and through the internet.

f) publicity about their new product.

Practice 2

Fill the gaps with the best word from this unit.

1. It's not very _____, it's all been done before.
2. Aaaggh! I can't get that _____ out of my head.
3. They have paid him a million dollars to _____ their products.
4. The _____ market is people in the top economic group, aged 30-50.
5. Give me some _____, I'll give them to people at work.

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Practice 3 - Pronunciation

Is the underlined sound in each pair of words the same?

slogan	original
promote	logo
publicity	a flyer
mass media	unique
commercials	attractive

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Extra Materials - Answers

Practice 1

1. d 2. a 3. f 4. b 5. c 6. e

Practice 2

1. It's not very ***original***, it's all been done before.

2. Aaaggh! I can't get that ***slogan*** out of my head.

3. They have paid him a million dollars to ***promote / endorse*** their products.

4. The ***target*** market is people in the top economic group, aged 30-50.

5. Give me some ***flyers,*** I'll give them to people at work.

Practice 3 - Pronunciation

1. a) slogan b) original **No. a) /əʊ/ b) /ə/**

2. a) promote b) logo **Yes /əʊ/**

3. a) publicity b) a flyer **No. a) /i/ b) /aɪ/**

4. a) mass media b) unique **Yes. /iː/**

5. a) commercials b) attractive **Yes. /ə/**

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