

LEVEL
Intermediate

NUMBER
B1_2011X_EN

LANGUAGE
English





Goals

- Can give examples of different forms of advertising.
- Can identify and explain the features of an effective ad campaign.





Advertising is all around us. Have you ever wanted to **advertise** your own products?

Let's take a look at the structure of **advertising campaigns**.



Preview and warm-up

- In this lesson, we will focus on the **vocabulary of marketing and ad campaigns**. We will identify the structures that define an ad campaign.



What type of audience should we target in our marketing campaign?



Vocabulary

marketing

Marketing is used to sell products and services.



billboard

Billboards are large signs throughout the city used for advertising.



advertisement

An **advertisement** promotes a product and is used in marketing campaigns.



target audience

Marketing campaigns have a **target audience** for their advertisements.

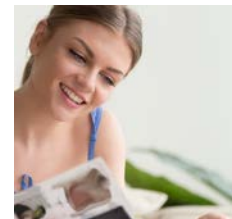




vocabulary

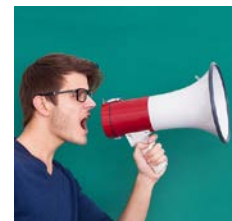
catalogue

A **catalogue** is a magazine that describes the products and services that are for sale.



publicity

A **publicity** campaign aims to attract attention to a person or product.



broadcast

Advertisements are **broadcast** on television and radio.



banner

Advertisements can often be found on **banners**. They are usually big signs but they can also be found online, popping up on websites.



advertising agency



Companies will sometimes use **advertising agencies** to help promote their product.



Design an ad campaign



Advertisements sell dreams as well as products.

Without strong marketing campaigns, businesses won't reach their **target audience**.



Television **broadcasts** are one of the most effective forms of advertising.

Catalogues are magazines full of photos and product descriptions.





Design an ad campaign



Billboards are placed in parts of the city where they are highly visible and likely to attract a lot of attention.

A good **marketing** strategy leads to a growth in sales.



There are so many advertising **banners** on this website.

Hiring a good **advertising agency** to help drive sales up can really make an impact on product sales.





Complete the sentences

Complete these sentences with the following words:

marketing, billboard, advertisements, catalogues, publicity, audience, advertising agencies, banner

1. A _____ is a big sign used to advertise products in the street.

2. _____ are like magazines and are often delivered in the mail.

3. Successful advertising campaigns target a particular _____.

4. Marketing campaigns are also called _____ campaigns.

5. _____ advertise products using images and slogans.

6. _____ is the strategy used by businesses to sell their products and attract new clients.

7. A _____ can be found on websites, or in bigger versions, often attached to buildings or even aeroplanes!

8. Sometimes _____ charge huge fees to help companies promote their products.



Design an ad campaign

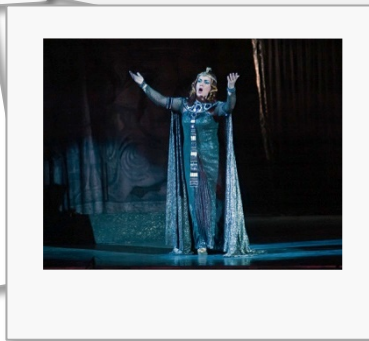
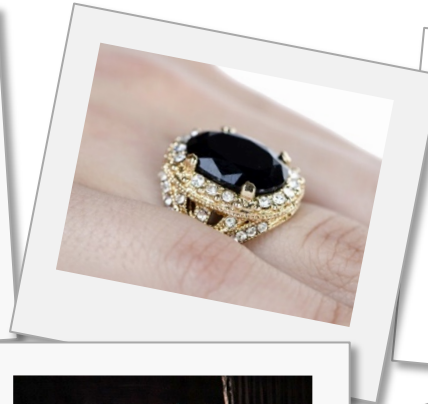
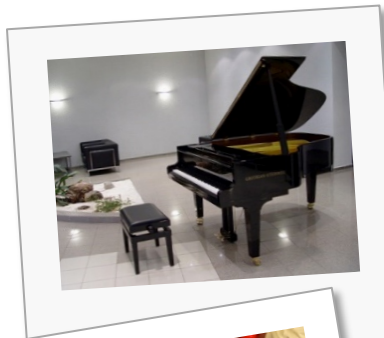
**Which of these forms of advertising do you think is the most effective?
Give your reasons why.**





Designing an ad campaign

What type of advertising would you use to market these products?
Who is the target audience?



To advertise a nursery, I would use a **banner** and a **local radio broadcast** because...



Have you ever... ?

Have you ever seen an advertising banner attached to a small aeroplane or hot air balloon?

What did it say?

Would you ever use this form of advertisement?

Yes! But it wasn't an advertisement, it was a marriage proposal!



I saw a small aeroplane with a **banner**. It was advertising a sale at a local DIY shop.



Vocabulary

brand

Companies market their products under a **brand** name so that consumers remember their product.



slogan

A **slogan** is a short phrase that consumers easily remember.



launch

At a product **launch**, consumers learn about a new product on the market.



campaign goals

To be successful, an advertising strategy needs to have clear **campaign goals**.



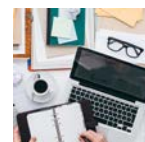
marketing reach

A successful **marketing** strategy identifies the amount of consumers it wants to **reach** and influence.



material

Advertising **material** comes in lots of different forms.





Design an ad Campaign



Most of the products we use every day are household **brand** names.

The best **slogans** are short, memorable, and inspirational.



Some people love **publicity**.

A new product **launch** is an effective way to attract attention.





Designing an ad campaign



Campaign goals are most effective when they can be measured by sales.

Companies identify their **marketing reach** so that their advertising efforts are cost effective.



Booklets, videos and catalogues are all types of advertising **material**.



What do you think is the most important part of a successful ad campaign?

publicity
marketing
goals
slogan
brand
market
reach
target audience
ads
catalogue
television
broadcasts
a product
launch



Slogans

Slogans are short, memorable or inspirational phrases which are used to advertise products.

What do you think makes a good slogan?

Can you think of any famous slogans?



The best in town!

Every hand matters! Join us!



The world's right
outside your window!
Book a holiday with us
today!

You can make it
happen!



Think of a slogan for these products and share them with your teacher.

Fast life, fast wheels!



Diamonds that sparkle as brightly as you!



Classical and modern advertising

**Technology has changed in the last 50 years.
Think of two examples of classical and modern advertising.
What are the differences between them?**





Where would you advertise the images below?
Can you think of a slogan for each image?



I would advertise a
theatre production
at local theatre
groups and on
billboards.





What's the product?

- Choose one of the pictures below.
- If you saw your selected photograph on an advertisement, what do you think the product would be?
- How would you advertise this product?
- Discuss your ideas with your teacher.





Reflect on the goals

Go back to the second slide of the lesson and check if you have achieved all the goals of the lesson.

yes

no





Reflect on this lesson

Think about everything you have seen in this lesson.
What were the most difficult activities or words? The easiest?



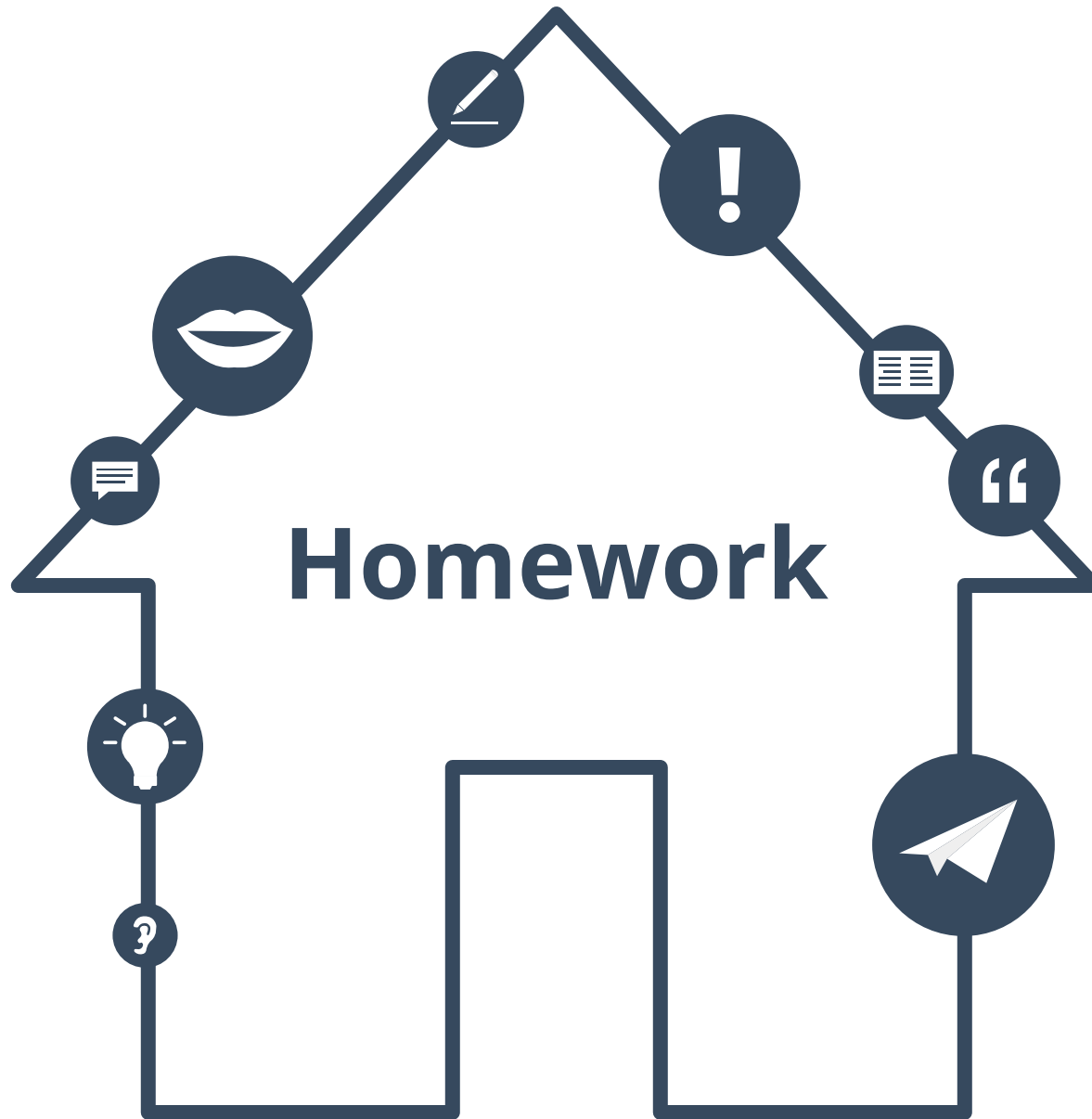
If you have time, go over
the most difficult slides again



Answer key

Activity p. 10

1. billboard
2. catalogues
3. audience
4. publicity
5. advertisements
6. marketing
7. banner
- 8 advertising agency





Unscramble

With these words write a couple of sentences that describe what makes an effective advertising campaign.





My favourite words

**Choose five words or phrases from the lesson
and write them down in your list of *My favourite words*.**

A graphic of a spiral-bound notebook page. A white sticky note with a torn bottom edge is stuck to the page. The sticky note has the text "My favourite words" written on it. Below the sticky note, the word "Slogan" is written on a line, followed by several more blank lines for writing.

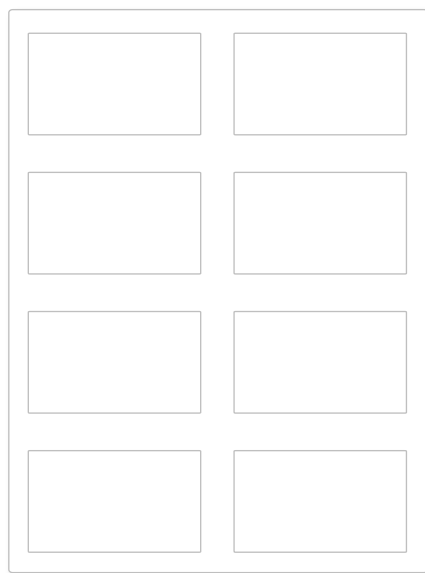
My favourite words

Slogan



Make flashcards

Make flashcards out of paper and copy down all of the words or phrases from this lesson that you found difficult.





Homework answer key

Activity p. 27:

Example answers:

Successful advertising campaigns are inspirational, innovative, and imaginative. They utilise memorable slogans that aim at a target audience. Successful advertising campaigns also have clear campaign goals and lead to a growth in sales.



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