Advertising

Advertising may be defined as the art of making people want to buy goods or services. It informs people about the existence and benefits of products and attempts to persuade them to buy them. Its aim is to attract and retain customers and increase their number. To succeed in t-his purpose, the advertiser sets in motion a complete process which may conveniently be divided onto six (6) phases: (1-) attracting attention by using bright colors, contracts of light and shade, noises or musical sounds ; (2-) using pictures to awake the curiosity of people (3-)arousing the desire to have the product through persuasion ; (4-) bringing conviction by supplying scientific information and (5-) offering some sort of advantage for every purchase made within a certain period ; and finally , (6-) influencing the memory by using clever slogans, trade-marks or brands. No firm can forgot that

" repetition makes reputation ".

Companies may have their own advertising departments to set up their advertisements (adverts or ads) or may use the services of advertising agencies.

Vocabulary :

- persuade : convince , to cause to feel certain

- attempts : an effort made to do something

- attract : to cause to like , admire

- retain : to hold in place , keep possession of , avoid losing

-arousing : to cause to awake , to cause to become active.

- slogans : a short and easily memorized phrase such as the message for Nike " just do it " usedto promote a product.

Questions :

a- Define the word advertising using your own words.

Advertising is . . . .

b- What is the objective of the advertiser?

The objective of advertiser is

c- According to you, what is the best means used by the advertiser to attract customers' attention?

d- How customers can be convinced to buy a product?

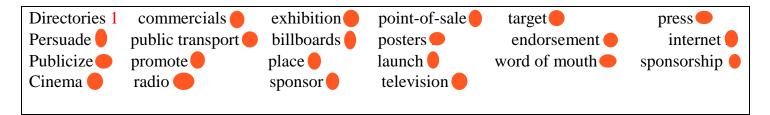e- Give a synonym to the words: firm- to buy – to have – to persuade .

Firm = - to buy = _ have= - to persuade =

f- Give opposites to the words: to increase - to succeed – advantage – to buy.

To increase =/= , to succeed = /= , advantage=/= ,to buy = /=

Exercise 1

Look at the words in box below. Label each item (1) for advertising media, (2) for advertising methods or (3) for verbs to do with advertising .

Directories 1	commercials ●	exhibition ●	point-of-sale ●	target ●	press ●
Persuade ●	public transport ●	billboards ●	posters ●	endorsement ●	internet ●
Publicize ●	promote ●	place ●	launch ●	word of mouth ●	sponsorship ●
Cinema ●	radio ●	sponsor ●	television ●		

Exercise 2

Choose the most suitable word from the words in brackets to complete these sentences

1- Viacom outdoor is an advertising company that specializes in placing adverts on (billboards / public transport / television) such as buses.

2- Some perfume companies provide (commercials / free samples / posters) to that customers can try the perfume on their skin before they buy.

3- Advertising companies spend a lot of money on creating clever (slogans / directories / commercials) that are short and memorable such as the message for Nike :'' just do it ''.

4- Celebrity (exhibition / press/ <u>endorsement</u>) is a technique that is very popular in advertising at the moment.
5- If news about a product comes to you by <u>(word of mouth</u> / press/ internet) this means that someone tells you about it rather than you seeing an advert.
6- If you have something to tell, you can (target / place /<u>launch</u>) an advert in the local newspaper.

Exercise 3

Fill in the gaps with the right word. (recognize – endorsing – sponsored – publicize – advertising)

As you know , we are doing everything we can to ▮▮▮▮▮ the new products. We are ▮▮▮▮▮ them on TV and in newspapers. A famous international tennis star is ▮▮▮▮▮ our products, so we have put her name on everything. We have also ▮▮▮▮▮ a number of local sports events, so we know that people will ▮▮▮▮▮ our name all over the area.

Exercise 4

Complete the following sentences : using these words : trade mark , agencies , slogan , advertiser

1- A........................... Is a short and easily memorized phrase that advertisers use to promote a product.
2- A.......................... is a symbol or a visual design which companies use on their products to make them recognizable to the customers.
3- An advertising................................ is a business which advises companies on advertising and makes ads .
4- An................................. is the person who is responsible of designing ads.