



English Language 1

Lecture 8

ENG 101

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UNIT

8

Advertising

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

OVERVIEW

VOCABULARY

Advertising and markets

READING

TV commercials

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LISTENING

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much / a lot, a little / a bit

SKILLS

Participating in discussions

CASE STUDY

Excelsior Chocolate Products



STARTING UP

A

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

1 The most common word in advertisements is:
a) *world.* b) *best.* c) you.

2 A short song used in advertising is called a:
a) jingle. b) pop-up. c) spot.

3 What do you call this? 
a) a slogan b) a logo c) a jingle

4 'Just do it', 'Always Coca-Cola' and 'Because I'm worth it' are all:
a) logos. b) jingles. c) slogans.

5 In what year did internet advertising begin?
a) 1990 b) 1994 c) 1998

6 Which company was the first to advertise on the Internet?

a) AT&T b) McDonald's c) Sony

7 How long is a typical TV commercial?

a) 20 seconds b) 30 seconds c) 40 seconds

8 Where do you find advertising billboards or hoardings?

a) on the Internet
b) in the street
c) on mobile phones

9 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?



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.

- 1 Last year, the company had a market share of 10.3 / 103 per cent.
- 2 Last year, for the launch of Sparkle Lite, the advertising budget increased by 30 / 13 per cent.
- 3 Last year, the company sold more than 850,000 / 815,000 units of Sparkle.
- 4 The new advertising campaign cost €90,000 / €900,000.
- 5 The company wants to increase its market share to 11.5 / 11.9 per cent.
- 6 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. |
-

READING

TV commercials

A

Before you read the article below, discuss these questions.

1 Which four adjectives best describe a VW Beetle?

big fast feminine fun masculine powerful safe stylish unusual

2 In your country, how popular is the Beetle? Who typically buys it?

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
10 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.

20 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-
25 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
30 for the car is not the most original advertising idea, but the advert is fun to watch.

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



40 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.



B

As you read the article, think about these questions.

1 How is the photo in the article related to the 2012 Beetle?

The photo is from the advert for the 2012 Beetle

2 What kind of person did VW want to see the advert?

They wanted male drivers to see the advert.

- C** Choose the best option to complete these sentences.
- 1 An American / A German agency created the commercial.
 - 2 The 2012 Beetle has a more masculine / feminine design than the older New Beetle.
 - 3 The target customer for the 2012 Beetle is male / male and female drivers.
 - 4 The ad shows / doesn't show the new car in detail.
 - 5 VW first showed the commercial on US / German TV.
 - 6 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 |
| 2 commercial | b) event |
| 3 launch | c) agency |
-

- | | |
|-----------|---------------------------|
| 4 create | d) male drivers/customers |
| 5 launch | e) the 2012 Beetle |
| 6 attract | f) a commercial |
-

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?*

Comparatives and superlatives

Form

Comparative adjectives are forms like *older, more expensive*.

Superlative adjectives are forms like *the oldest, the most expensive*.

- For the majority of one-syllable adjectives, add *-er, -est*.

cheap → cheaper → the cheapest

- For one-syllable adjectives ending in *-e*, add *-r, -st*.

late → later → the latest

- Some adjectives are irregular.

good → ***better*** → ***the best***

bad → ***worse*** → ***the worst***

far → ***further*** → ***the furthest*** (or *far* → ***farther*** → ***the farthest***)

Uses

- 1 When we compare two things, we use the comparative + *than*.

*France is **bigger than** Belgium.*

*I think a Porsche is **less expensive than** a Rolls Royce. (NOT ~~that~~)*

- 2 When we compare three or more things, we use the superlative.

*December is **the busiest** month in all our stores.*

*Our products are not just good – they're **the best** in the world.*

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

1 small...smaller

4 high...higher

7 competitive...more competitive

2 fast...faster

5 bad...worse

8 efficient...more efficient

3 slow...slower

6 good...better

9 interesting...more 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

- 1 The Mazda is a faster car than the Mini. **F. The Mazda is a slower car than the Mini.**
- 2 The Mazda has a smaller luggage compartment than the Mini. **T**
- 3 The Mini has better petrol consumption than the Passat. **F. The Passat has better petrol consumption than the Mini.**
- 4 The Mazda is more expensive than the Passat. **F. The Passat is more expensive than the Mazda.**
- 5 The Passat is more practical for a family than the Mini. **T**

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

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

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

1 A: Advertising on primetime TV is expensive.

B: Yes, it's the most expensive time of the day to show an advert.

2 A: Nike's 'Write the future' commercial was very good.

B: Yes, I think it was the best commercial in 2010.

3 A: 2009 was a bad year for the advertising industry.

B: Yes, it was the worst year I can remember.

4 A: China has a very high number of internet users.

B: Yes, it has the highest 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.

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.



the Passat (space for the family)



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.



the Mazda (fun) or Mini (easier parking)



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.



the Mini (smaller and cheaper than the Mazda)



Listening: Good and bad advertising

Listen and answer these questions

1 What is the product in the advert she does not like?

Potato crisps

2 What is the advert about?

A man choosing whether he loves potato crisps more than his partner

3 Why does she not like the advert? (Give two reasons.)

It is unrealistic and it goes on for a long time



🔊 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 ¹effective is for it to be very ²memorable, that you remember a key ³message or the main ⁴product in it. One that I particularly like at the moment is the Honda cars ⁵advert, which uses pictures of flowers in the countryside to give a very ⁶modern message about the engine and the cars.





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.*

much / a lot, a little / a bit

We can use *a lot / a bit* (especially in conversation) or *much / a little* (more formal) before comparatives.

- For large differences, we use *much / a lot*.

*We have a **much lower** margin on computers than on software.*

*Our new range is **a lot more successful** than the previous one.*

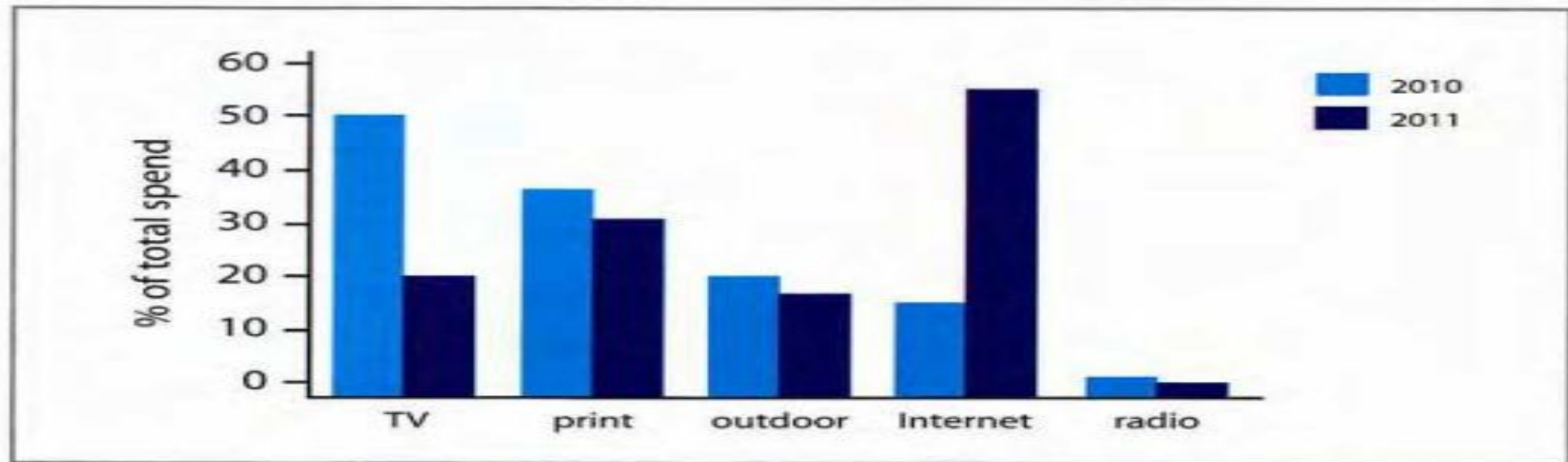
- For small differences, we use *a little / a bit*.

*This time he seemed **a little more interested** than last time.*

*Our prices are **a bit higher** than theirs.*

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 **TV**
- 2 The amount it spent on TV advertising was **much / a lot** lower in 2011.
- 3 In 2010, the spend on outdoor advertising was **a little / a bit** higher than in 2011.
- 4 Toptek spent most of the budget on **internet** 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 In 2010, Toptek spent about 32 per cent of its budget on print advertising. In 2011, the amount was a little / a bit lower.

3 radio advertising In 2010, Toptek spent about five per cent of its budget on radio advertising. The amount was a little / a bit lower in 2011.



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

- 2- The Classic pool table is a little / a bit longer than the Trainer pool table.
- 3- The Trainer pool table is a little / a bit lower than the Classic pool table.
- 4- The Trainer pool table is much / a lot lighter than the Classic pool table.
- 5- The Classic pool table is a lot / much more expensive than the Trainer pool table.



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.

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



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

- 1 Sorry, Stephen, I don't agree with you.
- 2 I think we need to target rich people.
- 3 Yeah, you're right. They're the people to aim at ...
- 4 How do you feel about that, Stephen?
- 5 I really like the idea.
- 6 How about starting with a Facebook page?



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

- 1 Sorry, Stephen, I don't agree with you.
- 2 I think we need to ... target ... rich people.
- 3 Yeah, you're ... right They're the people to aim at ...
- 4 How do you ... feel about that, Stephen?
- 5 I really ... like the idea.
- 6 How about ... starting ... with a Facebook page?

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

- a) agreeing. 3, 5
- b) disagreeing. 1
- c) asking for an opinion. 4
- d) giving an opinion. 2, 5
- e) making a suggestion. 6

Case Study

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.

- 1 What do they like about their competitor's advertising campaign?
- 2 What advantage does their competitor have when planning advertising campaigns?
- 3 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.

- 1 Discuss which option in each category is the best for the company.
- 2 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
- 3 Present your ideas to the other groups. Answer their questions.
- 4 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.



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