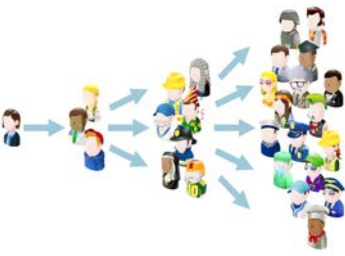


Elements of advertising vocabulary



Match the vocabulary to the pictures.



1 _____



12 _____



2 _____



11 _____



3 _____



10 _____



8 _____



6 _____



4 _____



9 _____



7 _____



5 _____

Answer the questions.

1 Which company brand has the "feel good factor" in your opinion?

.....

2 Which company logos do you recognize?

.....

3 How do you get attention from people around you?

.....

4 Where do you see outdoor marketing in your city? Which brands do you see?

.....

5 What is the most unique product you can think of ?

.....

Number 1

Hey Rosa, what is Nike's famous slogan?

Nike's catchy slogan is "Just do it."

Number 2

Ryan, who are the target audience of Nike's advertising?

The target audience of Nike is teenagers. Nike want to sell sporty shoes to teenagers.

Number 3

Aria, why do people try to make videos with catchy tunes on Tick Tock?

The goal of a catchy tune on Tick Tock is to make a song people want to share.

Number 4

Christopher! Can you tell me our company's budget?

The company has a \$100,000 budget.

Number 5

Hey, Jenny, why do I always see people drinking Red Bull in extreme sports programs?

Red Bull pay for product placement in extreme sports events. For example, the winner will be holding a Red Bull drink, when he receives his prize.

Number 6

Sophie, what kinds of products do consumers usually buy for the summer holidays?

Consumers are looking for products that will improve their lives in some way. Cars, bicycles, clothes, and holidays are popular lifestyle products for consumers.

Number 7

Noah, why are sound effects so important in movies?

Sound effects convey feeling and atmosphere. They can be a catchy tune or a car driving by. Sound effects may be violent noises or the peaceful, calming sounds of nature.

Number 8

Brandon, how do you get someone's attention?

I shout really loudly, "Listen to me!"

Number 9

Liam, What on earth is "the feel good factor"?

The feel good factor is when something makes you feel really good. Like a good capuccino or latte.

Yes! A capuccino or macchiatto can make me feel really good.

Number 10

Emily, tell me about logos. What exactly is a logo?

A logo can be a company's symbol or color. It is part of a company's branding.

Number 11

Neerja, what kinds of outdoor marketing should we look at, to promote our new product?

We could try billboards and banners, on the subways, or near expressways.

Number 12

William, what is another important factor in marketing?

Uniqueness. We need to be different from everyone else. Our product and branding have to be unique, so everyone will know us

Number 13

Viral marketing, what is that?

Viral comes from virus. So something spreads like a virus. Viral marketing is when you use word of mouth or a video to promote a product. And people talk about it all the time. Also, often You-tube or Tick Tock videos go viral. Everyone watches a video and then they share it. Sometimes this is part of a viral marketing campaign.