

Lesson 07 Advertising

Text 1

Last year online ads were worth \$88 billion, or 18.3% of global advertising spending, up dramatically from 2006. Advertisers like them because they can be aimed more precisely at a target audience with a particular demographic profile and browsing history. And many online ads are now bought and sold with "real-time bidding". It is growing quickly and paper posters on billboards, bus shelters and elsewhere are rapidly being replaced by electronic screens and thus sold via real-time bidding.

To stay relevant, the advertising agencies will need to follow those two tips: try to have more exposure to emerging markets and pay more attention to digital advertising.

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Note-Taking

Vocabulary

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Note-Taking

Vocabulary

And many online ads are now bought and sold with "***real-time bidding***".

Note-Taking

Vocabulary

It is growing quickly and paper ***posters*** on billboards, bus shelters and elsewhere are rapidly being replaced by ***electronic screens*** and thus sold ***via*** real-time bidding.

Note-Taking

Vocabulary

To stay ***relevant***, the advertising agencies will need to follow those two tips: try to have more ***exposure*** to emerging markets and pay more attention to ***digital*** advertising.

Note-Taking

Vocabulary

Text 2

How to advertise to the super-rich? Try the private-jet terminal.

Passengers do not linger long. There are no duty-free shops. But it would be a pity not to tap into these travellers' deep pockets. Before boarding they are in a "completely captive environment" with few distractions. Good time to launch the advertising.

Adlux's video loops, illuminated posters and product placements appear in 83 terminals worldwide. And Adlux is now thinking of installing vending machines at the terminals to 'tout' Swiss watches.

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Vocabulary

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And Adlux is now thinking of installing **vending machines** at the terminals to 'tout' Swiss watches.

Vocabulary

Say It like a Professional

put all one's eggs in one basket

It's never wise to _____.

Meaning

bite off more than *you* can chew

Brian has no experience in negotiating, but he still volunteered to _____ to a strike with a union leader who has been in the business for 40 years. He is definitely _____.

Meaning