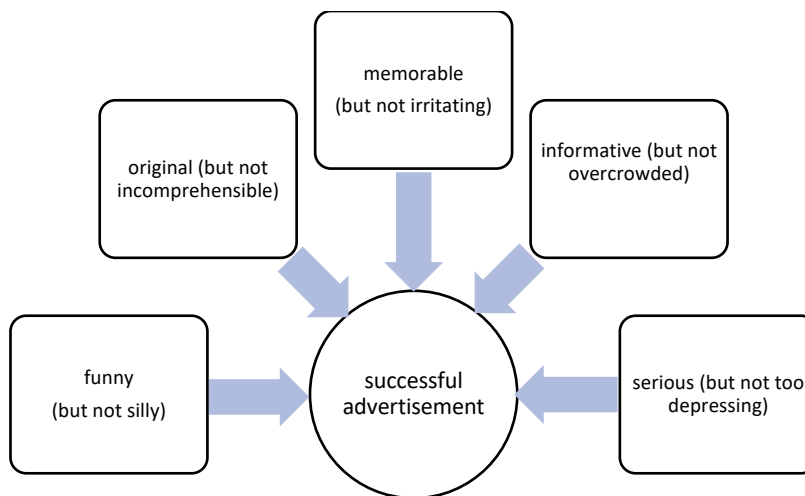


Advertising: Language

1) What makes a good advertisement? Finish the sentence: "Good ads should...."



2) Watch the commercial and write down typical advertising words (adjectives, etc.) used in this spot.

call now!, quick & easy, amazing, tastiest, delicious, (the) most.., watch!, (for) free, include/including, the best, new, perfect, no (more), low price, start: problem situation -> "disaster" (black and white -> solution in color)



3) Translate the following expressions used in advertisements.

- Kennen Sie diese Situation?
do you know this situation? has this ever happened to you?
- Endlich gibt es eine Lösung für das Problem!
finally there is/we have a solution for this problem
- Sie werden nie wieder müssen!
you'll never have to .. (ever again) / no more ...
- Das beste das es jemals gab!
the best ... ever! / the best .. you'll ever find!
- Das ist unglaublich!
that's unbelievable! / incredible / amazing

Advertising Vocabulary

- Fill in the missing words.

Advertising

advertisement (ad)	Werbung (generell)
<u>campaign</u>	(Werbe-)Kampagne
<u>launch</u>	Lancierung (z.B. Werbekampagne oder Produkt)
to promote sth	<u>für etwas werben</u>
promotion	Werbeveranstaltung, Promotion
celebrity endorsement	Sponsoring durch Prominente
word of mouth advertisement	<u>mundpropaganda</u>
advertising agency	Werbeagentur
advertising budget	Werbebudget
<u>target audience</u>	Zielpublikum
cold calling	<u>unangemeldeter werbeanruf</u>
mass media	Massenmedien

Products

<u>feature</u>	Eigenschaft (z.B. eines Products)
unique selling proposition (USP)	besonderes Merkmal (eines Produkts)
<u>niche product</u>	Nischenprodukt
brand	Marke (Produkt)
brand loyalty	Markentreue
slogan	Slogan, Werbespruch, Motto

Print media

<u>billboard</u>	Plakatwand, Werbeschild
spam	Spam(-Mail), unerwünschte Werbemails
classified ads	<u>kleinanzeige</u>

TV/Radio

commercial	Werbung (TV, Radio)
jingle	Jingle, Werbemelodie
<u>prime time</u>	Hauptsendezeit (TV)
product placement	Produktplatzierung (von Werbung in TV-Programmen)
<u>commercial break</u>	Werbepause (TV, Radio)
(TV/radio) spot	Werbespot

4) Spontaneous advertisements:

Create teams of two. Each team will get an everyday product, including some information about it, to advertise for one minute (preparation time: ~2 minutes). Try to use the language given (cf. separate handout).

Procedure:

- Each team presents their product for one minute (both have to talk). The object will be shown via projector during your presentation.
- The class listens and thinks of challenging questions (e.g. something the ad might ignore or play down, etc.)
- Each team gets one challenging question from the class that they try to answer successfully.

During each presentation and question answering, the next team is preparing outside with their topic (mobile phones allowed/encouraged 😊)

5) Final discussion:

- What was the most difficult part of this task?
- What can you do better in the future?

Advertising Vocabulary (p. 6) - KEY

- Fill in the missing words.

Advertising

advertisement (ad)	Werbung (generell)
<u>campaign</u>	(Werbe-)Kampagne
<u>launch</u>	Lancierung (z.B. Werbekampagne oder Produkt)
to promote sth	<u>für etwas werben</u>
promotion	Werbeveranstaltung, Promotion
celebrity endorsement	Sponsoring durch Prominente
word of mouth advertisement	<u>Mundpropaganda; Empfehlung unter Freunden</u>
advertising agency	Werbeagentur
advertising budget	Werbebudget
<u>target audience</u>	Zielpublikum
cold calling	<u>unangemeldeter Werbeanruf</u>
mass media	Massenmedien

Products

<u>feature</u>	Eigenschaft (z.B. eines Products)
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Print media

<u>billboard</u>	Plakatwand, Werbeschild
spam	Spam(-Mail), unerwünschte Werbemails
classified ads	<u>Kleinanzeige (z.B. in einer Zeitung)</u>

TV/Radio

commercial	Werbung (TV, Radio)
jingle	Jingle, Werbemelodie
<u>prime time</u>	Hauptsendezeit (TV)
product placement	Produktplatzierung (von Werbung in TV-Programmen)
<u>commercial break</u>	Werbepause (TV, Radio)
(TV/radio) spot	Werbespot