

Advertising

Slogans

- 1) Match the slogans with their logos.



- a) Just do it (Nike)
b) Make believe (Sony)
c) I'm loving it (Mc)
d) The happiest place on earth
(Disneyland)
e) Think big (IMAX)
f) American by birth. Rebel by choice.
(H-D)
g) Between love and madness lies obsession
(Calvin Klein)
h) Live in your world. Play in ours.
(Playstation)
i) See what we mean (Canon)
j) Twist the cap to refreshment (Cocacola)
k) Connecting people (Nokia)
l) Think different (Apple)
- 2) Choose five slogans and explain why the slogan is fitting for the brand.

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- 3) What do you think makes a good slogan?

Logos

- 4) Watch two people talking about company logos. Make notes about their answers in the table.

| | | |
|--|---|---|
| |  Sarah |  Mark |
| What do you think makes a good logo? | must be representative formel vs less formal | recognisable |
| Can you tell us about your company logo? | just words, lowercase, grey, trademarked | crest (wappen) lincoln college |
| How important is colour in logos? | | |

- 5) Work with a partner. Look at the colours below. Which types of businesses do you think use each of the colours in their logos? Why do you think they use these colours? Check out the example logos on the screen and fill in the table below.



| Colour | Type of business | What message does the colour send? |
|-----------------|---------------------------------|--|
| Yellow | Fast food | connection to food, friendly, happy, sunny |
| Red | healthcare, fastfood and drinks | danger, energy, stands out |
| Green | food, pharmacy, planet | nature, organic, healthy and clean |
| Blue | banks, pharma, it | trustworthy, safe |
| Grey and silver | luxury items (car), technology | futuristic, durability, neutral |
| Rainbow | google & microsoft, toys | diversity, there is sth for everyone |

Advertisements

- 6) Have a look at the adjectives in the box. In how far are they important for a good TV commercial?
In how far does it depend on the kind of product you're advertising?

| | | | | |
|-------|----------|---------------|----------|-------------|
| funny | shocking | controversial | original | informative |
|-------|----------|---------------|----------|-------------|

- 7) “Top 10 worst commercials of all time”: Watch the video and fill in the table.

| Commercial | Reason why it made the “worst commercials of all time” list |
|---|---|
|  | 10) “Trivago guy” (Trivago): |
|  | 09) “Crying Baby” (Sony PlayStation 3): |
|  | 08) “Depression Hurts” (Cymbalta): direct consumer ad |
|  | 07) “I’m the Cash Man” (Oliver Jewellery): |
|  | 06) “Make Safe Happen” (Nationwide): |
|  | 05) “Pandas” (Salesgenie): |
|  | 04) “Spongemonkeys” (Quiznos): |
|  | 03) “There you are” (Chanel No. 5): |
|  | 02) “Apply directly to the forehead” (HeadOn): |
|  | 01) “Baby Soft” (Love’s): |

8) Discussion:

- a) "Good ads should....": Finish the sentence.
- b) What is good and what is bad about advertising in general?
- c) What is your opinion on customised ads?
- d) Do you think that these advertising practices are acceptable? Are any other types of advertisement offensive?
 - Using children in advertisements
 - Using actors who pretend to be "experts"
 - Using nudity in advertisements
 - Promoting alcohol on TV
 - Comparing your products to your competitors' products
 - An image flashed onto a screen very quickly so that people are influenced without noticing it (subliminal advertising)
 - Exploiting people's fears and worries