**Listening Task: Advertising Awards Ceremony**

[part 1]

Thank you. It is wonderful to be at this ceremony where we recognize the highest achievements in advertising in the region each year.

For long, advertising in this region has been recognized for its technical excellence and attention to detail in production. Advertisers focus on the aesthetics and technical details of their products to the extent that beer advertisers will count the exact number of bubbles that are visible on a poster, and diamond advertisers will measure the light intensity of every sparkle emanating from their gems.

Beautiful though these images may be, images alone are not enough. Behind every striking image, there must be a concept or ideal that people identify with or aspire to. In the past, it may have been enough for a sports show advertisement to say: “This is a good shoe.” But today, a more sophisticated message will say something like: “This is shoe shows that you are ambitious.”

In other words, successful advertisers are discovering values that people treasure and are reflecting these values back at people. The most creative advertisers are digging deeper below the surface. They are looking for values that will capture new markets, fresh minds and the future.

[part 2]

And the future can be found in the most interesting places. A large airline company, for example, used images of traditional Chinese calligraphy and Chinese tea to make people think of tradition, excellence and comfort, to advertise intercontinental flights. Usually people do not think of international air travel and traditional Chinese arts together, but the advertisers saw that new and future Chinese air travelers will be as comfortable with their traditional heritage as they are with world travel.

Similarly, a fast food company well known for its burgers, whose logo is for many a symbol of westernization, used traditional Chinese style artwork to advertise during the Chinese New Year season. This campaign challenges the assumption that the most powerful draw of the well known fast food chain is that it represents urban, modern and western ideals. Instead it suggests that fast food is something familiar and natural.

[part 3]

The best advertisers study local differences very carefully. One company marketing a chocolate called “Prince” found that people in different countries had different ideas about what a prince should be. In India, the prince is a wealthy and powerful individual from an aristocratic family, but in Malaysia and Indonesia, people see a prince as a “superhero” that can rescue children in trouble. The company used different images to suit the local markets and reflect the ideals that people saw in their “princes”.

[part 4]

Ladies and gentlemen, tonight is about recognizing the talented and creative individuals who are responsible for these and similar great ideas, insights, and innovations. It is breathtaking to contemplate the sheer creativity that permeates this industry and I am proud to be here tonight honoring the highest achievers in their fields.

Now please join me in welcoming the MC for the award ceremony, Oscar winning actor Chen Hongqi!