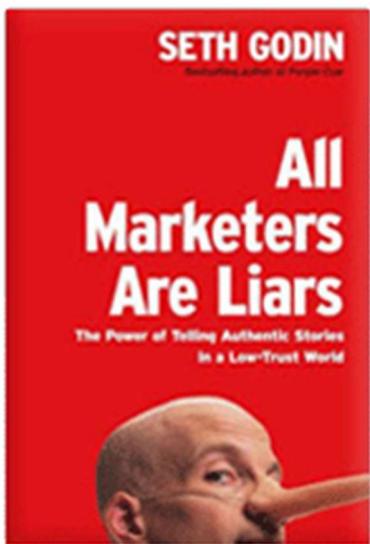


Branding & Marketing worksheet



“Not liars, storytellers.

Just to be clear, especially if you're just joining us:

The truth is elusive. No one knows the whole truth about anything. We certainly don't know the truth about the things we buy and recommend and use.

Marketing is storytelling.

The story of your product, built into your product. The ad might be part of it, the copy might be part of it, but mostly, your product and your service and your people are all part of the story. Tell it on purpose.”

http://sethgodin.typepad.com/all_marketers_are_liars/

The Power of Authentic Stories

Seth Godin's theme and subtitle, the power of telling authentic stories in a low-trust world, describes how marketers succeed when they tell us a story that aligns with our view of the world—stories to which we respond intuitively and want to share with our friends, such as Apple's unveiling of the iPod.

The book's title is intentionally misleading: Marketers are, in fact, not liars—they're merely the tellers of stories that consumers choose to believe.

What's the story behind the product? ...Pair-work Activity - Instructions:

- a) Choose a partner to work with
- b) Pick up an ad¹ that takes your interest
- c) Divide work load evenly among both of you

Your overall objective is to uncover (= find out) the story the brand tells you to arouse your desire to buy their products

I. Describe the picture - METHODOLOGY: HOW TO DESCRIBE AND ANALYZE AN AD

Preparation time: 40'

1/ Identification: This is an advertisement for... (information about the product when possible)

- Origin of the document (magazine, newspaper etc.): country, author, time ...
- General topic (in a few words)

2/ Structure and description²

¹ Full word = an advertisement; 1st short form = an advert; 2nd short form = an ad

² **Reminder – Useful phrases to describe a picture** - If you are asked to describe a photo or a picture in the exam, here is some language you can use:

What is in the picture?

In the picture we can see ... / There's / There are ... / There isn't a ... / There aren't any ...

Say what is happening with the present continuous

The man is ...ing / The people are ...ing / It's raining...

Where in the picture?

At the top/bottom of the picture ... / In the middle of the picture ... / On the left/right of the picture ... / next to / in front of / behind / near / on top of / under ...

- Structure of the picture: study the diagonals, the horizontal/ vertical lines, the differences which may appear in the image
- Analysis of the different shots (high angle shots / bird's eye view: plongée, low angle shots / worm's eye view: contre-plongée) and the colours used
- Description of each part (when, where, who, what, how). Don't forget to thoroughly study the characters: the age group, their position, their clothes, attitude etc.

3/ Interpretation and analysis

- Analysis of the catch phrase and the slogan when possible: size, words, grammatical structure, tone
- Target: age, sex, occupation, social class (= segmentation: which segment in the population is targeted)
- Imagine the feelings of the different characters in the picture
- When possible, link this picture to a historical or social context
- Imagine what might have happened before and what might happen after
- Goal of the ad: feelings, impact on the viewer

Other Useful Vocabulary when talking about an advertisement:

- The catch phrase = l'accroche / The slogan / The caption = la légende / The logo / The brand name = le nom du produit / The target = la cible / To target = cibler

Verbs shortlist:

- to inform, to persuade, to convince, to promote, to entertain, to amuse, to influence people's attitudes and behaviour, to pass on a message, to shock, to surprise, to boost sales, to criticise the competition, to show, to prove, to make somebody aware of, to represent, to imply, to involve, to convey, to emphasize, to highlight, to symbolize etc.

Expressions:

- This advertisement appeals to our feelings / our emotions / our intellect / our senses / our sense of humour / our paternal or maternal instincts / our desire to be in good health / our wish to be beautiful and desirable / our love for nature or animals / our desire for exoticism, etc.

4/ The story

- Tell the story you think the brand is telling the targeted consumer
- Finally, express your own personal opinion and reaction. Has the ad reached its goal
- Do you or don't you like it? = would you buy the product or not, did the ad convince you or not / Why?

II. Delivery: tell the audience about your findings (Delivery time: about 10' per group)

- Describe the picture
- Analyse it
- Tell the product's / brand's story (according to your analysis)
- Give your opinion: how successful is the ad according to you? (strong points and weak points)

If something isn't clear

It looks like a ... / It might be a ... / He could be ...ing / Maybe it's a ...