

## Advertising

### EXERCISE 1

Select the correct alternatives to complete the text.

Advertising informs consumers about the existence and benefits of products and services, and attempts to persuade them to buy them. The best form of advertising is free (1) ... c .... advertising, which occurs when satisfied customers recommend products or services to their friends, but very few companies rely on this alone.

Large companies could easily set up their own advertising departments, but they tend to hire the services of a/an (2) .... a .... A contract to produce the advertisements for a specific company, product, or service is known as a/an (3) .... c .... The client company generally decides on its advertising (4) .... b ...., the amount of money it plans to spend in developing its advertising and buying media time or space. It also provides a (5) .... a ...., or a statement of the objectives of the advertising, as well as an overall advertising strategy concerning what (6) .... b .... is to be communicated. The choice of how and where to advertise (newspapers and magazine ads, radio and television commercials, cinema ads, posters on hoardings (GB) or billboards (US), point-of-purchase displays in stores, mailings of leaflets, brochures or booklets, and so on), and in what proportions, is called a (7) .... c .... The set of customers whose needs a company plans to satisfy, and therefore to expose to an advertisement are known as the (8) .... c .... market. The advertising of a particular product or service during a particular period of time is called an advertising (9) .... a .... .

Favourable mentions of a company's products or services, in any medium read, viewed or heard by a company's customers or potential customers, that are not paid for, are called (10) .... b .... .

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|--------------------------|------------------------|-----------------------------|
| 1. a. mouth-to-mouth     | b. mouth-to-ear        | c. word-of-mouth            |
| 2. a. advertising agency | b. advertising company | c. public relations company |
| 3. a. account            | b. arrangement         | c. deal                     |
| 4. a. campaign           | b. budget              | c. effort                   |
| 5. a. brief              | b. dossier             | c. message                  |
| 6. a. facts              | b. message             | c. opinions                 |
| 7. a. medium plan        | b. medias plan         | c. media plan               |
| 8. a. aimed              | b. segmented           | c. target                   |
| 9. a. campaign           | b. mix                 | c. plan                     |
| 10. a. promotions        | b. publicity           | c. public relations         |

### EXERCISE 2

Complete the following collocations:

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|----------------------------|-------------------------------|
| 1. to persuade .....       | 4. to communicate a .....     |
| 2. to hire <u>someone</u>  | 5. to satisfy <u>a need</u> . |
| 3. to buy <u>something</u> | 6. a target .....             |

# Branding

## EXERCISE 1

Select the appropriate expressions to complete the text:

In a market containing several similar competing products, producers can augment their basic product with additional services and benefits such as customer advice, delivery, credit facilities, a warranty or guarantees, maintenance, after-sales service, and so on, (1) ... distinguish it from competitors' offers.

Most producers also differentiate their products by branding them. Some manufacturers, such as Yamaha, Microsoft, and Colgate, use their name (the "family name") for all their products. Others market various products under individual brand names, (2) ... many customers are unaware of the name of the manufacturing company. (3) ... Unilever and Proctor & Gamble, the major producers of soap powders, famously have a multi-brand strategy which allows them to compete in various market segments, and to fill shelf space in shops, (4) ... leaving less room for competitors. (5) ... also gives them a greater chance of getting some of the custom of brand-switchers.

(6) ... famous manufacturers' brands, there are also wholesalers' and retailers' brands. (7) ... most large supermarket chains now offer their "own-label" brands, many of which are made by one of the better-known manufacturers.

Brand names should (8) ... be easy to recognize and remember. They should also be easy to pronounce and, especially for international brands, should not mean something embarrassing in a foreign language!

(9) ... a name and a logo, many brands also have easily recognizable packaging. Of course packaging should also be functional: (10) ... , the container or wrapper should protect the product inside, be informative, convenient to open, inexpensive to produce, and ecological (preferably biodegradable).

- |                             |                   |                  |
|-----------------------------|-------------------|------------------|
| 1. a. as a result of        | b. in order to    | c. thus          |
| 2. a. although              | b. since          | c. so that       |
| 3. a. Consequently          | b. Despite        | c. For instance  |
| 4. a. for example           | b. however        | c. thus          |
| 5. a. There                 | b. That           | c. This          |
| 6. a. As a result of        | b. In addition to | c. Owing to      |
| 7. a. For example           | b. Furthermore    | c. However       |
| 8. a. i.e. = in other words | b. of course      | c. therefore     |
| 9. a. As well as            | b. Despite        | c. So as to      |
| 10. a. although             | b. in other words | c. on account of |

## EXERCISE 2

Complete the following collocations

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|----------------------|----------------------|
| 1. to augment .....  | 4. multi-brand ..... |
| 2. ..... facilities  | 5. to fill .....     |
| 3. after-sales ..... | 6. ..... chains      |