

COMMUNICATION

Advertising a product

LEVEL

Intermediate (B1)

NUMBER

EN_B1_3111X

LANGUAGE

English

Learning outcomes

- I can describe a product using a wide range of vocabulary.
- I can identify and use a range of techniques to persuade someone to buy a product.



Warm-up

Discuss your ideas as a group. Then, **go** to the next slide.

What could these advertisements be for?



?



?



?



Reading

Read the full advertisements. Were your guesses **correct**?

Now look at the full advertisements



Using cutting-edge technology the all-new **Swiper3000** gives you the closest shave ever! With over 500,000 razors sold last year in the U.K and Ireland alone, don't miss out! Ditch your old model now and join the razor revolution everyone's talking about!



Are you sick and tired of *always being* tired? It's time to try **Energenius**: the pill that instantly increases your energy levels by up to 20%. Choose the all-natural way to bounce back that's been scientifically proven to boost energy levels: **Energenius**!



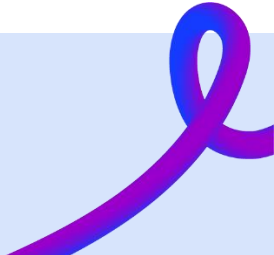
Sign up for the new **SpendEasy** credit card and make foreign transaction fees a thing of the past, with free withdrawals from anywhere in the world. Sign up today and get interest-free credit and up to 5% cash back on all purchases made in your first month!



Reading comprehension

- 1. **Read** the five statements below.
- 2. **Decide** if they are true or false.

		True	False
1	More than half a million <i>Swiper3000s</i> were bought in Europe last year.	<input type="checkbox"/>	<input type="checkbox"/>
2	<i>Energenius</i> helps people who suffer from fatigue.	<input type="checkbox"/>	<input type="checkbox"/>
3	<i>Energenius</i> contains a small number of chemical ingredients.	<input type="checkbox"/>	<input type="checkbox"/>
4	<i>SpendEasy</i> allows you to send money to relatives abroad for free.	<input type="checkbox"/>	<input type="checkbox"/>
5	After you receive your first bill, <i>SpendEasy</i> will give you some money back.	<input type="checkbox"/>	<input type="checkbox"/>





Using **cutting-edge** technology...

Advertising often uses **exaggerated** or **persuasive** language like this.

It makes you want to buy the product!

Why would someone want to buy something **cutting-edge**?

Match the advertising language with the definition

Ditch your old model and join the razor revolution!

Choose the all-natural way to **bounce back**!

The pill that **instantly** increases your energy levels by up to 20%.

Make foreign transaction fees **a thing of the past**!

Get interest-free credit and **up to 5%** cash back on all purchases.

a as much as, but no more than

b something that no longer happens

c become healthy, successful or confident again after being ill

d immediately

e get rid of something you no longer want or need

Looking at compound adjectives

1. **Read** the grammar explanation on the left.
2. **Complete** the activity on the right.

Energenius is the **all-natural** way to bounce back.

With *SpendEasy*, get **interest-free** credit and up to 5% cash back.

- Compound adjectives have **two** or **more words** joined with a hyphen.
- Together, they form **one idea**:
 - *All + natural* = **all-natural**
(=completely natural)
 - *Interest + free* = **interest-free**
(=without any interest)

- Compare:
 - The **natural** way to bounce back.
 - The **all-natural** way to bounce back.
- Why is the second more suitable for advertising?



Exploring compound adjectives.

Look at the compound adjectives. **Discuss** the meaning of each one.

1 A **million-dollar** diamond is...



... a diamond worth one million dollars.

2 A 100% **fat-free** yoghurt is...



3 A burger made using **all-American** beef...



4 A **high-tech** microwave is...



5 A **best-selling** skincare brand is...



6 A **tried-and-tested** cleaning product is...





Compound adjectives game

1. **Make** compound adjectives using the yellow and red boxes.
2. **Work** in teams **in breakout rooms** or **together** as a class. Who can make the most?

-free

sugar

end

tax

all-

octane

trouble

inclusive

high-

time

performing

new

Exploring advertising techniques

1. **Match** the techniques (1-4) with the correct description (A-D).
2. **Use** an online dictionary for any unfamiliar words.

Bandwagon

Scientific evidence

Bribery

Urgency

A

Uses facts and figures from previous research to *prove* a product works.

B

Pressures you to buy the product as soon as possible – or else!

C

Makes you think everyone else is buying it!
Join in and be part of the *in crowd*.

D

Gives us something *for free*
– or at least appears to be!

Identifying advertising techniques

1. **Re-read** each advertisement. 2. **Identify** the advertising techniques used in each one.

Sign up for the new **SpendEasy** credit card and make foreign transaction fees a thing of the past, with free withdrawals from anywhere in the world. Sign up today and get interest-free credit and up to 5% cash back on all purchases made in your first month!

Using cutting-edge technology the all-new **Swiper3000** gives you the closest shave ever! With over 500,000 razors sold last year in the U.K and Ireland alone, don't miss out! Ditch your old model now and join the razor revolution everyone's talking about!



Are you sick and tired of *always being tired*? It's time to try **Energenius**: the pill that instantly increases your energy levels by up to 20%. Choose the all-natural way to bounce back that's been scientifically proven to boost energy levels: **Energenius**!



1. Bandwagon

2. Scientific evidence

3. Bribery

4. Urgency

Advertise your own product

1. **Invent** your own product. **Give** it a name.
2. **Prepare** a short oral presentation to persuade someone to buy it.
3. **Use** the language and techniques from today's lesson.
4. **Look at** the ideas below for some inspiration.



**A new drink
made of seaweed**



**A voice-activated
alarm clock**



**A television-
computer set**



**A high-speed
flying drone**



**A portable
dishwasher**

*all-natural
interest-free*

*cutting-edge
high-tech*

*to ditch
instantly*

*up to
a thing of the past*



End of the lesson

Idiom

...is the new...

Meaning: something that has become very fashionable and has replaced something else

Example: Brown is the new black!



Additional practice

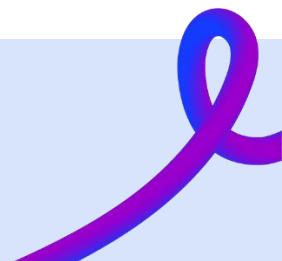


Fill in the gaps

Use the words on the right to fill in the gaps in the advertising text.

- 1 Your skin will look _____ smoother with our _____ face cream. Fifty percent reduction in fine lines without the harsh chemicals!
- 2 Make scrubbing dirty shoes a _____ with the _____ technology of the RoboBootie3000. Skip into the future! Order now and get a free shoe polish.
- 3 Have you tried our _____ ice cream yet? Loved by over 10,000 Australians, it's the most popular product in our range and it's our best-selling treat for a reason!
- 4 Apply now for an _____ credit card. This offer is valid until Friday so don't miss out!
- 5 Sick of bad sound quality when you're listening to your favourite podcast? _____ your old headphones now and pick up some EarWorm88s. Up to 12x better sound quality than regular headphones.

cutting-edge
instantly
ditch
interest-free
thing of the past
fat-free
all-natural





Advertising techniques

1. **Read** through the texts on the previous slide again.
2. **Identify** which **advertising techniques** are used in each.
3. **Answer** this question: Would you buy any of the products?

bribery

bandwagon

scientific
evidence

urgency





Advertising techniques

Answer the question with a partner and **compare** your answers.

Which of the advertising techniques work best on you? Are there any that you think are unfair on the buyer?



bribery



bandwagon



scientific evidence



urgency



Advertising techniques

Which advertising technique would you **use** for each of these products? Why?



a smoothie



toy cars



coat



**cleaning
products**

I think I'd use scientific evidence for...

I'd definitely try urgency...

- bandwagon
- bribery
- scientific evidence
- urgency



Answer key

P. 5: 1. F, 2. T, 3. F, 4. F, 5. T

P. 7: Ditch = e, Bounce back – c, instantly = d, a thing of the past = b, up to = a

P. 11: bandwagon = C, scientific evidence = A, bribery = D, urgency = B

P. 12: Spendeasy – bribery, urgency; Swiper3000 - bandwagon, urgency; Energenius – scientific evidence

P. 17: 1. instantly, all-natural, 2. thing of the past, cutting-edge, 3. best-selling, 4. interest-free, 5. ditch

P. 18: bribery 2, bandwagon 3, scientific evidence: 1 & 5, urgency 4



Summary

Describing a product

- Advertising uses **persuasive** or **exaggerated language** to make you want to buy something.
- *to ditch, to bounce back, instantly, a thing of the past, up to*

Compound adjectives

- Compound adjectives have **two** or **more words** joined with a hyphen that together form **one idea**.
- *cutting-edge, all-natural, interest-free, million-dollar, high-tech, best-selling, tried-and-tested etc.*

Describing advertising techniques

- Pressure to buy via **urgency**; Facts and figures in the form of **scientific research**.
- Persuades you to jump on the **bandwagon** and be part of the crowd.
- Uses **bribery** by offering something *for free*.



Vocabulary

to ditch

to bounce back

instantly

a thing of the past

up to

cutting-edge

all-natural

interest-free

million-dollar

fat-free

all-American

high-tech

best-selling

tried-and-tested

bandwagon

bribery

urgency

