# Advertisement (ad) / Commercial

# Words

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| ## virus ==> viral  1. `literal meaning`: relating to or caused by a virus, in other words, the virus is the `causative factor 诱发因素，诱因` in the disease 病毒(性)的，病毒引起的  **[\*\*a viral infection 病毒感染; a viral flu: 病毒性的流感\*\*]**  2. `figurative meaning`: \*\*sth go viral\*\*: sth is passed on to other people on the Internet or using mobile phones, which is popularized to more people （像病毒一样) 通过网络上或手机而广为传播的 [\*\*a viral video, advertisement etc: （**像病毒一样) 在网络上广泛传播的视频、广告等; 病毒视频，病毒广告\*\*]**  e.g. It is one of the most viewed `viral videos` on the web. 这是网络上被观看次数最多的“病毒视频”。  e.g. They use humorous `**viral advertisment**` to promote their products. 他们利用滑稽的“病毒广告”来推广产品  e.g. Photos have emerged that appear to show a plane on the ground at Hong Kong International Airport, proudly emblazoned with the words "CATHAY PACIIC." An engineer for Haeco, a Cathay Pacific `subsidiary /səbˈsɪdɪərɪ/ `, told the South China Morning Post: "The spacing is too on-point for `a mishap/a small mistake`. We have stencils. Should be a blank gap in between letters if it was a real mistake I think." A spokesperson for Cathay Pacific told CNN Travel: "We did not intend to `make it a big fuss/kick up a fuss 大惊小怪，小题大做` in the first place, but photos went `viral（像病毒一样) 通过网络上或手机而广为传播的)` within the aviation enthusiastic forums, so we just shared the `hilarious/pretty funny` moment with everyone." //\*\*/səbˈsɪdɪərɪ/ A subsidiary or a subsidiary company is a company which is part of a larger and more important company. 子公司\*\* |

* **对……的侮辱 affront /əˈfrʌnt/=insult**

1.V-T If something **affronts** you, you feel **insulted** and hurt because of it. 侮辱 e.g. Your barbed带刺的 and sarcastic words really **affronted** me.

2.N  If something is **an affront to**you, it is an obvious insult to you, offending [ 对……的侮辱 a**n a**ffront to sb/sth ] e.g. It's a**n a**ffront to human dignity to keep someone alive like this. 让一个人如此活着是对人类尊严的一种侮辱。

* 暴行 atrocity /əˈtrɒsɪtɪ/ , atrocious/əˈtr**əʊ**ʃəs/   
  An atrocity is a very cruel, shocking action. e.g. The **genocide** was cold-blooded, and those who committed this **atrocity** should be tried and punished. 那些犯下此**暴行**的人应该受到惩罚
* (质量) **极**差的; (行为) 残暴的 atrocious /əˈtr**əʊ**ʃəs/
  + If you describe something as atrocious, you are emphasizing that its quality is very bad. [ atrocious /əˈtrəʊʃəs/  breath口臭 ] e.g. My Arabic is **atrocious** 我的阿拉伯语则极差。E.g. That cell phone is **atrocious**
  + If you describe someone's behaviour or their actions as **atrocious**, you mean that it is **unac**ceptable [,ʌnək'sɛptəbl] because it is extremely violent or cruel. E.g. The judge said he had **committed atrocious crimes** against women. 他对妇女犯下了**残暴的**罪行
* 极丑的; 非常极其可怕的; 令人难以忍受的(事情，经历，行为) hideous /ˈhɪdɪəs/
  + If you say that someone or something is **hideous**, you mean that they are VERY **ugly** or unattractive. E.g. She saw **a hideous face** at the window and screamed. 一张**奇丑无比的脸**。E.g. The **advertising agency** make the person look so **hideous** (very ugly)…
  + 非常可怕的; 令人难以忍受的(事情，经历，行为) You can describe an event, experience, or action as **hideous** when you mean that it is VERY unpleasant, VERY painful, VERY **horrific**, or VERY difficult to bear**. [ a hideous attack = a horrific attack ]** E.g. His family **was subjected to** a **hideous attack** by the gang. 遭到了匪帮的可怕袭击
* horrific / həˈrɪfɪk, hə-/  horrifically: If you describe a physical attack, accident, or injury as horrific, you mean that it is very bad, so that people are shocked when they see it or think about it. 非常极其可怕的  **[ a hideous attack = a horrific attack ]** e..g I have never seen such **horrific injuries**. 这么严重的伤。
* spectacle /ˈspɛktəkəl/

1. A spectacle is a strange but interesting sight. 奇观 (**wonder**) => spectacular e.g. It was a **spectacle** that you don’t wanna miss. 它是不可错过的**奇观**。

2.A spectacle is a grand and impressive event or performance. 盛大的活动/演出 e.g. Ninety-four thousand people turned up for the BeiJing Olympic, such a fabulous **spectacle**. 参加了这个**盛大的活动**。 **( float: 花车)**

3.**N-PLURAL** Glasses are sometimes referred to as **spectacles.** 眼镜 e.g. He looked at me over the tops of his spectacles. 他从眼镜的上方看了看我

* 开车时发送短信 texting while driving
* 在……上的投资invest in sth
* (product)在（电影，电视剧，展览 等）中出现/植入； （明星）在（广告， 展览、杂志等）中出现 feature
  + **product placement 产品植入**（在展览、杂志，电影，电视剧）(product) be **featured** in ( exhibition, a movie, a TV show) = have the product **featured** in ( a movie, a TV show)
  + **celebrity endorsement** 明星带言: have a celebrity **featured** in a product ad
* 密切注意 keep an eye out for
* A keen interest or emotion is one that is very intense. 强烈的(对xx感兴趣) **[ 对xxx 非常有兴趣，很感冒 be keen on sth; [ a keen interest ] V.S. 对xxx 完全没有兴趣，不感冒 be not keen on sth ]**   
  e.g. To be honest, I'm not very kee**n o**n advertisements. E.g. Honestly, I’m not kee**n o**n those **trashy** reality shows. 我对这种“垃圾”真人秀节目实在**完全没有兴趣，不感冒**  e.g. He had retained a keen interest in the progress of the work. 他一直对工作的进展保持着强烈的兴趣。
* **打破传统 break from tradition; break from common**

## Positive meaning V.S. negative meaning

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| * fantastic/fabulous/awesome: 棒极了 * sth is brilliant: 真棒的 * amazing: 棒极了太了不起了 * spectacular （view）壮观的，惊人的 | * atrocious=awful=pretty bad 糟糕的很 * terrible很糟的 * horrific [hə'rɪfɪk]可怕的   // 质量很差的 If you describe something as **atrocious**, you are emphasizing that its quality is very bad. |

# Part 1) > 1st row

**suffix** 是置于单词结尾构成新的单词。请看这些后缀为 **-ous** 及其变体 **-ious** 的形容词

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| The **advertising agency** made the people look **hideous**['hɪdɪəs]**/ugly很难看** for the advertisement. | 那家**广告公司**把广告中的那个人弄得**很难看**。 |
| The company would like you to believe that only fabulous/**chic** people use their product.  //Something or someone that is **chic** is fashionable and sophisticated. 时髦且有品位的 | 那家公司希望让你相信，使用它们产品的都是时髦人士。 |
| Honestly, I just think a lot of ads are stupid and **ridiculous/absurd.** | 老实说，我就是觉得很多广告又傻又可笑。 |
| They spend an **enormous** amount of money on advertising every year. | 他们每年在广告上投入大量的资金。 |
| If you believe the ad, everyone has **atrocious** /əˈtrəʊʃəs/ **breath口臭** in the morning. // 质量很差的 If you describe something as **atrocious**, you are emphasizing that its quality is very bad. | 如果你信这则广告，每个人早上都有口臭的问题。 |
| The ad against **texting while driving** shows a horrif**ic**[h**ə**'rɪfɪk] car accident. | 那则反对**开车时发送短信**的广告描绘了一场严重的车祸。 |
| We buy it because it's an amaz**ing/fantastic/fabulous/brilliant** product, not because of the advertisements. | 我们购买是因为产品真不错，不是因为广告 |
| The ad for the movie was almost as spectacul**ar** as the movie itself. | 这部影片的广告制作恢宏，几乎不亚于影片本身 |
| I think the whole idea behind the **advertising campaign** is brilli**ant/fantastic/fabulous.** | 我认为这场广告宣传的整体想法非常棒 |
| Their new smartphone ad is awe**some/fantastic/fabulous/amazing**. I love the music | 他们的新智能手机的广告非常出色 |

## Part1 > 2nd row **从属介词dependent preposition**

有的单词后始终要接一个特定的介词。这些介词称为: **从属介词dependent prepositions**，因为其具体使用取决于位于前面的单词

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| She is completely **crazy about** that company's products.  //be **fascinated** with, be **obsessed** with痴迷着迷的 | 她非常**痴迷于**那家公司的产品。 |
| I wasn't even **aware of** all the **product placement** in that movie. | 那部影片中所有的**产品植入**，我甚至都没意识到。 |
| The government tries to regulate advertisements **aimed at** children. | 政府当局试图规范针对儿童的广告。 |
| To be honest, I'm not very kee**n on** advertisements.  // A keen interest or emotion is one that is very intense. 强烈的(对xx感兴趣) e.g. He had retained a keen interest in the progress of the work. 他一直对工作的进展保持着强烈的兴趣。 | 我对广告 **不是很感兴趣，不感冒** |
| Their new fashion design **is featured in** the latest Fast&Furious moive | 他们的最新时尚设计 **出现/植入在了**“速度于激情”这个电影中 |
| We are **subject to** government regulations | **我们受到政府法规的约束** |
| We must **comply with** all rules and regulations | 我们必须**遵守**所有法律法规。 |
| It's very difficult to **object to** a government regulation. | **反对**政府法规非常困难 |
| We are not **responsible for** any lost or damaged items – a **disclaimer免责声明** | 如有遗失或受损，我们概不负责 |
| Cigarette advertising was **banned by** the government. |  |
| The idea of the regulation is to **protect** you **from** harm. |  |
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# Part 2) PC = political correct 礼貌用语

**politically correct** ( **PC** ) 是指不会触犯offend或侮辱**affront**/insult他人的语言。一个人胖，通常不说 **fat**，而说 **overweight**。

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| Politically incorrect | Politically correct (PC) |
| fat | Overweight |
| stewardness | Flight attendant, FA |
| police**man**, “man” is not PC | police officer |
| fire**man** , “man” is not PC | Firefighter V.S. **smoke jumper (空降的消防战斗员；跳伞灭火员)** |
| housewife | Homemaker (A **homemaker** is a woman who spends a lot of time taking care of her home and family. If you describe a woman as a **homemaker**, you usually mean that she does not have another job. 家庭主妇) |
| old | Senior citizen |
| 对身有残疾的人 | |
| **Handicapped** 生理缺陷 | **Physically challenged** |
| **Blind** | **Visually challenged/impaired** |
| **Deaf** | **Hearing challenged/impaired** |
| Jobless | Unemployed |
| **Retarded** is an offensive, insulting and outdated term. | **Mentally challenged** is more appropriate. |
| (童话中的) 小矮人; 侏儒  dwarf /dwɔːf/ or midget ['mɪdʒɪt] | Iittle person.  Most **little people** find the terms **midget** ['mɪdʒɪt] and **dwarf** to be offensive |
| 种族用语race, ethnic | |
| **Black** Americans | Many **Black** Americans prefer the term **African American**, which is PC |
| the first inhabitants of the US | The PC term for the first inhabitants of the US is **Native American**, not **Indian**. |

Sentence for PC

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| Calling someone **fat** is not **politically correct** (PC). Using the term **overweight** is **PC**. | 说人胖是政治不正确的，正确的说法是体重超重。 |
| Using the term **senior** citizen is more **politically correct** than saying **old**. | 相比直接说人老，用年长的公民指代政治正确性更高。 |
| Rather than say someone is **jobless**, you can say they are **unemployed**, more **PC** | 失业不说失业，应该说待业。 |

## Part 2) > 2nd row

* ASA: advertising standard association
* 搞得好像xxx似的: **as if** 表示一种看法或假设的情景：He acts as if he wasn't aware of the danger. 他搞得好像不知道危险似的 E.g Many young people act **as if** smoking makes them look cool and fashionable/chic
* **一xxx就xxx As soon as** tobacco was declared a drug, cigarette sales began to decrease.
* 只要(满足xxx条件) Companies can sell cigarettes **as long as** they follow strict regulations
* **Moreover** 补充额外的信息Many smokers will get tobacco related diseases. **Moreover**, many will die prematurely
* 虽然/即使**In spite of** all the warnings, many young people still take up smoking **as if** they don’t know the dangers of smoking //as if: 搞得好像xxx似的
* Smoking remains widespread **despite the fact that** 虽然/即使 it is clearly unhealthy and most people are aware of the dangers of tobacco

# Part 3) Ad jargons行话，术语

## Words

* 目标市场/目标客户**target markets** or **target customers**: describe the people who you want to sell products to e.g. The secret to success is knowing the **target markets** or **target customers**, the people most likely to purchase the product.
* (指吸引顾客的) 卖点selling point ['selɪŋ]  
  **A selling point** is a desirable quality or feature that something has which makes it likely that people will want to buy it. E.g. A garden is one of the biggest selling points with house-hunters. 花园是吸引购房者的最大卖点之一。
* (在公共场所，对广告或宣传等)不听也得听的受制观众(或听众);受虐听众**captive audience**
* **(代表公众的) 焦点小组 focus group:**  
  **A focus group** is a specially selected group of people who are intended to discuss a product or service and represent the general public. **Focus groups** have discussions in which their opinions are recorded as a form of market research. E.g. The market research company BMRB conducted 12 **focus groups** for the project. 市场调研公司BMRB为此项目采用了12个焦点组 e.g. **Focus groups** consisting of serious athletes agreed they didn't want sugary, caffeinated sports drinks.
* 口号; 广告语slogan, banner, tagline 品牌口号, 广告语:
  + A **slogan** is a short phrase that is easy to remember. Slogans are used in advertisements and by political parties and other organizations who want people to remember what they are saying or selling. E.g They could campaign on the slogan "We'll take less of your money." 着“我们将少赚你的钱”的广告语开展宣传攻势
  + A **tagline** is a short simple phrase that is easy, **impressive**, and **catchy**, in order to attract audiences. Tagline is used in an **ad campaign** for introducing a product. E.g. The tagline of the new **ad campaign** of BMW model is “Faster, better, and bigger”
* 广告歌 jingle /ˈdʒɪŋɡəl/

1.V When something jingles or when you jingle it, it makes a gentle ringing noise, like small bells. 使发出丁零声; e.g. Brian put his hands in his pockets and **jingled** some coins. 碰得一些硬币**丁零作响**。  
2.N-SING 丁零声 e.g....the jingle of coins in the pocket口袋里硬币的丁零声。

3.N-COUNT A jingle is a short, simple tune, often with few words, that is used to advertise a product or programme on radio or television. (广播、电视中用于广告的) 短歌曲 **[ advertising jingles广告短歌]**

* 产品名称product names
* brand: A brand of a product is the version of it that is made by one particular manufacturer. 品牌 e.g Winston is a brand of cigarette. 云斯顿是一种香烟品牌
* 世界品牌 global brand
* 全新的 brand-new: A brand-new object is completely new. e.g. Yesterday he went off to buy himself **a brand-new car.** 买了一辆崭新的车
* advertiser V.S. advertising agency
  + 广告商**advertiser**: an **advertiser** is a person or company that pays for a product, event, or job to be advertised in a newspaper, on television, or on a poster. e.g. When will **advertisers** stop **bombarding women with** images of unattainable beauty? 什么时候广告客户们才会停止用不可企及的美丽形象来持续**轰炸**女性 **(对sb进行狂轰滥炸（批评，责备）)**
  + **广告公司 advertising agency**: is a company that designs advertisement to call public attention to its clients
* **一系列广告宣传 ad campaign**: a group or series of ads, a series of ads that is for promoting one product brand in continuous way
* **Types of Ads**
  + **Normal/regular ads**
  + **Public awareness ad 公益广告 (to raise public awareness about sth; to raise fund; or even to recruit volunteers)**
  + **celebrity endorsement ad**明星带言（的广告）

## Sentences:

* Radio advertisements, newspapers, magazines and TV and **billboards** are logical places to advertise.
* It seemed impossible that Superade would soon be compared to **brand** giants like Pepsi and Coca-Cola.
* The secret to success is knowing the **target markets** or **target customers**, the people most likely to purchase the product.
* **Focus groups** consisting of serious athletes agreed they didn't want sugary, caffeinated sports drinks.
* Nike's most famous **slogan** is 'Just do it'.
* Some of the world's most famous perfume **brands** are French and Italian.
* A successful advertisement takes **its target audiences** into account  - knows what people like and what they want to buy.
* Toothpaste's key **selling points** are its freshness and teeth protection components.
* A successful and well-delivered **advertising campaign**系列广告can make a new and unknown product sell millions in no time.
* Even entrepreneurs need the help of **an advertising agency** in order to launch their products and make them successful among the target customers.

## Part 3) >2nd row Disclaimer ( in ads) 免责声明

Disclaim:

* **disclaim knowledge of something**= you did not know about it **[ disclaim any knowledge of sth** 对xxx一无所知 **]** e.g. She disclaims any knowledge of her husband's business. 她声称自己对她丈夫的生意一无所知
* **disclaim responsibility for something**, you claim that you’re not responsible for it. 对某事不承担责任免责声明

**免责声明**diclaimer是指对某事不承担责任的声明。因此，例如，如果你想吸烟，吸烟带来的危害自负

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| Smoking **is** **hazardous to your health**. | 吸烟有害健康。 |
| Use at your own risk. | 使用风险自负。 |
| May contain nuts.  This product may contain nuts.  本产品可能含坚果 | 可能含坚果。 |
| Not recommended for children under the age of five years.  Not recommended for children under the age of one year.  不推荐一岁以下的婴儿食用 | 五岁以下孩童不建议食用 |
| Caution: hot liquid  Caution: Liquid may be very hot. | 注意：热饮可能烫口 |
| Information not guaranteed to be correct or truthful.  Information on this site is not guaranteed to be factual.  本网站信息不保证确实无误 | 信息并不保证正确或真实。 |
| In our DP KC, we have a “Disclaimer” section |  |

 \*\* Part 3> 3rd row : Dialogue

You work in an **advertising agency**广告公司. Your colleague has asked for your help in **coming up with** ideas for the new **ad campaign** (系列广告). The product is 'Drink Slim' tea, a new brand of weight-loss tea that uses only natural ingredients.

# Part 4 )

## Part4 > 1st row Words

* 内涵意义 connotation /ˌkɒnəˈteɪʃən/   The connotations of a particular word or name are the ideas or qualities which it makes you think of.
  + - 负面含义**negative connotations** [kɒnə'teɪʃ(ə)n] e.g. It's just one of those words that's got so many **negative connotations**. 负面内涵意义的词之一
    - **积极正面的内涵positive connotation** e.g. For me, a **public awareness ad** has a more **positive connotation**/ˌkɒnəˈteɪʃən/   than a regular ad. **公益广告**比普广告更具有 **积极正面的内涵**
* **公益广告public awareness ad**. A public awareness ad is a way to **reach out to** the general public and **raise awareness. Normally,** the charity uses the public awareness ad to **raise funds** 筹集资金, **raise awareness** or even **recruit volunteers.**   
  e.g. For me, a **public awareness ad** has a more **positive connotation**/ˌkɒnəˈteɪʃən/  than a regular ad. **公益广告**比普广告更具有 **积极正面的内涵 e.g.** The charity is trying to **raise awareness** of **seniors (“senior” is a PC way of wording rather than “old”**. 这家慈善机构正试图提高**老年人**的意识
* 机构内部的 in-house   
  e.g. 广告可交由专门的广告公司(advertising agency)制作，也可由该公司或组织自身 **in house** 制作 e.g. The charity created their **public awareness ad** **in-house** to save money, instead of asking the advertising agency to do it. 为了省钱，这家慈善机构自行在内部制作了自己的公益广告 e.g. The group did the ad **in-house** to recruit volunteers. 该团体**自行**制作了招募志愿者的广告
* 触及reach out to sb.  
  e.g. he ad tries to **reach out to** people who love animals. 那则广告试图触及热爱动物的人士
* (在公共场所，对广告或宣传等不听也得听的)受制观众(或听众), 被动观众 (受虐观众), (e.g. All-hands meeting 等不听也得听的**captive audience**)  
  e.g. 'Captive audience' has a **negative connotation**/ˌkɒnəˈteɪʃən/ for me. 对我而言，'Captive audience'具有否定的内涵
* lead time
* 1.Lead time is the time between the original design or idea for a particular product and its actual production. 从最初设计到投产的时间 e.g. They aim to cut production **lead times** to under 18 months. 把产品**从设计到投产的时间**缩短18个月以内。
* 2. Lead time is the period of time that it takes for goods to be delivered after someone has ordered them. 从订货到交货的时间 e.g. Lead times on new equipment orders can run as long as three years. 新设备从订货到交货的时间可能长达3年

## Positive advertising (e.g. public awareness ad)

Advertising is a funny thing. When you're part of a **captive audience** , like when you're waiting for a movie to start, it can **drive you crazy/insane/freak me out**. At other times when it's done in a very intelligent way, like in some **public awareness ads**, it can do a lot to **raise awareness** . Just last week I saw a wonderful ad from a charity that tries to help **senior citizens** ( politically correct, **PC** wording). They were **reaching out to** the public in order to **raise funds** and recruit volunteers to deliver meals to seniors' homes. That's advertising I can feel good about.

## Part4> 2nd row > 1st part

**Public awareness** 公共意识（公益）on animal rights

A reader recently asked how we let people know about animal rights and animal cruelty. Well, a lot of it has to do with advertising, but not the normal commercial advertising you might know. A complete answer is below. We hope the information inspires you to volunteer or make a donation!  
  
Animal Rights Group, known as ARG, was formed in April 1980 by a group of dedicated and knowledgeable people united to protect animals around the world.  
  
Our mission is not to increase brand awareness but to enhance public awareness about animal rights in an effort to end cruelty to animals. People are still unaware of the activities that harm animals and violate their rights such as fur farms, circuses, rodeos, research labs, factory farms and zoos.

Our main source for broadcasting and reaching readers is the internet, and this is a trend we expect to continue for years to come. Billboards are also among the most effective forms of raising public awareness. Billboards are usually huge, and eye-catching, sometimes even disturbing, so that people can’t avoid looking at them and stopping for a few minutes to think, “What can I do to avoid cruelty against animals?”

Animal rights awareness also benefits from other kinds of media such as radio and TV. Usually, we develop a new campaign and slogan for TV spots, radio ads and billboards in order to reach as many people as possible. Slogans are the hardest to write. You have just a few words to try to say so much. Also, TV and radio ads for animal rights have proven to be more effective when they include serious slogans instead of short, catchy jingles with music or singing. We’re not selling bubble gum; we’re trying to get people to think.   
  
Press releases are also extremely important. A press release is short, but that information reaches millions of people through newspapers. Thanks to our last campaign’s success, our next campaign will start with a launch party where all the benefits will be used to join Greenpeace in their fight to save the whales. At the launch party we can get everyone excited about our new campaign. It’s a lighthearted way to support a serious cause.

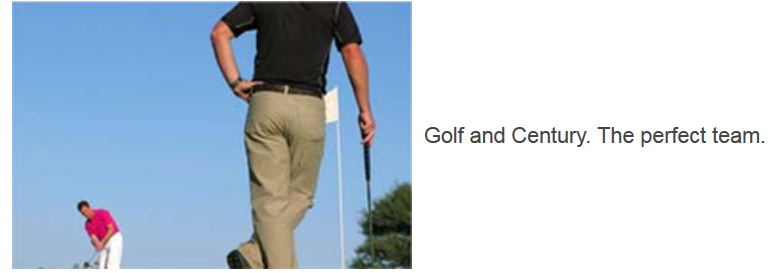
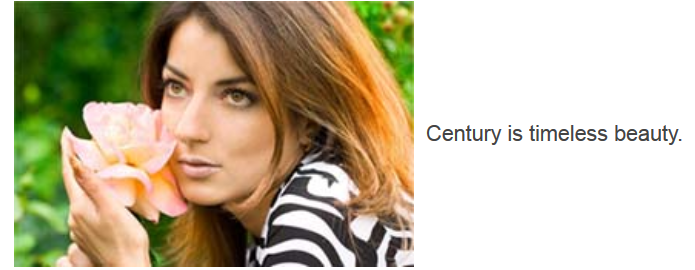
## Part4>3rd row **Giving reasons**

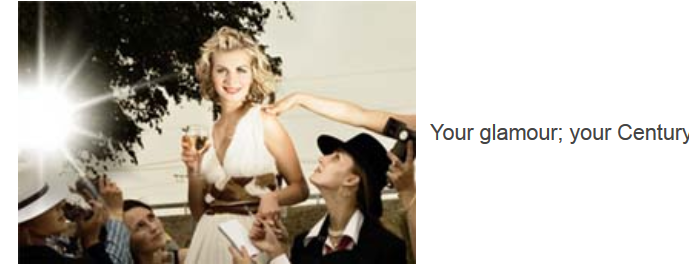
解释原因有许多不同的表达。请看以下各例，它们均可用于起句.

|  |  |
| --- | --- |
| **To start with**, I'd like to thank the team. | ***首先***，我想感谢整个团队。 |
| **The reason why** we work so hard **is** to reach our target audience. | 我们之所以这么努力，是为了走近我们的目标观众。 |
| Many people think we are too traditional. **For this reason,** we think it's time for a change. | 许多人认为我们太传统。***因为这***，我们觉得该变一变。 |
| **That's the reason why** we are **breaking from tradition/common**. | 那就是我们***打破传统***的原因。 |
| **Allowing for the fact that** we all have common goals, we need to go further | ***鉴于***我们目标都一致，我们需要再进一步 |
| **That's why** we have the best designers on the market. | 就是我们拥有市场上最优秀的设计师的原因 |
| **Considering** this change, we'll need to prepare our readers. | 考虑到这一变化 |
| **When you consider that** it's been the same for 10 years, people should welcome the change. | 当你考虑到十年都没变过 |

## Writing an ad

You are designing an **ad campaign系列广告** for Century watches, a luxury brand. Read the email from the **advertising agency** and look at the three images and slogans. Choose which image and slogan you want to use and describe your campaign.





## Sample

Dear Elizabeth,

We’ve selected an ad campaign for Century watches. I’m sure you’ll love your choice of campaigns.

Many people think that Century is a classic and well-known brand, because it has **featured(使xxx植入/出镜)** some of the most famous stars in **advertising campaigns**. While this might be true, it’s also true that customers prefer Century because it’s simply the best and most reliable watchmaker on the market, representing the best quality. That’s the reason why Century has managed to be one of the top watchmakers worldwide. Considering Century’s trend of working with famous stars, we come up with a fantastic idea of bringing a celebrity into campaign. We decided, however, that the quality of the watch was more important than **celebrity endorsement**明星带言. For this reason, we make our mind that the ad would **feature (使xxx植入/出镜)** a man playing golf in our ad, simple and crystal-clear, but with a slogan that delivers efficient message, with abundant and meaningful information not directed to stars and every man that will read and look at our ad. “Golf and Century. The perfect team.” It’s a simple message that everyone can understand.

I look forward to hearing from you regarding our decision.

## My writing

**=> Consider SWOT: strength V.S. weakness; Opportunity V.S. threat (like a coin with two side, pros and cons; advantages V.S. downsides)**

Dear Elizabeth,

On behalf of our ad design team, I want to tell you that we've selected an advertising campaign for Century watches with the loud slogan "You glamour; You Century".

The reason why the glamour female celebrity is finally picked as our ad theme is based on our fully research on target audiences. It's obviously known that we're targeting most middle-class or higher social level persons globally who have fantastic fashion taste on luxury products. In a nutshell, Century aims to attract rich people who are in the right trendy direction. Considering this reason, we prefer to feature a sought-after Hollywood female star in our ad because firstly the Hollywood celebrity is normally well-known globally and we can avoid a potential awkward situation that foreigners do not recognize the star. Secondly, the Hollywood celebrity is traditionally interpreted as an icon of elegance, glamour, and luxury. This connotation seamlessly matches the information that Century delivers. Last but not least, we've got to admit that the influence of celebrity endorsement is quiet huge and widespread.

With all stated, we decide to feature a female gorgeous star under spotlight, attractive and charming, of course with the concise but strong slogan " Your glamour; you Century".

Please let me know your comments or advice. I'm looking forward to hearing from you.

Br. Tracy

# \*\* CNN related news about “advertisement”

Product placement in ad.

<http://edition.cnn.com/2016/12/07/entertainment/hairspray-live-review/index.html>

On a crass **commercial (ad)** level, NBC was also enterprising in incorporating sponsors for the TV show-within-the-show to essentially create live commercials -- a gimmick that proved less irritating than one might expect. That said, following Oreo's **product placement** with an **ad** for the cookies was a bit too on the nose.

<http://money.cnn.com/2007/01/24/news/companies/superbowlads/index.htm>

## Audi’s **ad campaign** is sort of “sexist 歧视女性”, Audi’s PR crisis

<http://money.cnn.com/2017/07/19/news/companies/audi-backlash-ad-china/index.html?iid=hp-toplead-dom>

An Audi **commercial/advertisement** **equating women to used cars (把女性等同于开过的车)** has riled up consumers in China, **sparkling international outrage**.

The Chinese commercial opens with a young couple on the cusp of getting married, when the groom's mother suddenly interrupts the ceremony to inspect the bride. After **yanking 猛的一拉**the bride's nose and ears, and prying open her jaw to inspect her teeth, the mom appears satisfied and gives the couple the okay. She casts one last disapproving look at the bride's chest before the scene changes to an Audi driving through city streets as a voice-over says "an important decision must be made carefully."

The **commercial**/**ad** ends with a plug for used Audi vehicles, with the male narrator saying: "Only with official certification can you be rest assured." It did not go over well. A growing number of Chinese consumers have taken to Weibo, China's Twitter, to slam the German carmaker. Many called the ad **sexist** and some even vowed to **boycott** Audi vehicles.

"This is unacceptable," wrote one user, while another called it "disgusting." The Weibo hashtag "Audi second-hand car ad" had been viewed more than 300,000 times by midday Wednesday. Michael Wilkes, Audi's head of corporate communications in China, said the advert was produced by the used car division of parent company Volkswagen's **joint venture** in China.

FAW-Volkswagen, the **joint venture**, did not immediately respond to requests for comment. "Most corporations do not have the concept of **gender equality** and neither do Chinese regulators," Li Maizi, a **feminist** activist, told CNN.

"So many powerful women in China are also potential customers for Audi, and this is how Audi is sending its message to buyers?" said Guo Zimeng, a Beijing-basedlifestyle editor. However, Not everyone is **up in arms against** (not happy about) Audi, however. "I think people are being dramatic," said Beijing resident Marla Yuan. "If this ad compared a guy to a second hand car, people would undoubtedly say its funny and creative," she added.

This is not the first time a commercial in China has gone viral for all the wrong reasons. Last year, a Chinese firm [apologized for a racist laundry detergent](http://www.cnn.com/2016/05/29/asia/chinese-racist-detergent-ad-apology/?iid=EL) ad, in which a Chinese woman throws a black man covered in paint into a washing machine. The man emerges from the wash as a clean, light-skinned Chinese man.

## McDonald's sickening and disgusting ad

<http://money.cnn.com/2017/05/17/news/mcdonalds-advertisement-dead-father/index.html?iid=SF_LN>

McDonald' has pulled a TV advertisement in the U.K. after being accused of **exploiting**利用; 剥削 the feelings of children who have lost a parent. The 90 second ad, which was produced by an outside advertising agency广告公司, depicts a young man struggling with the loss of his father.

The boy is shown asking his mother a series of questions about his late dad: Did he have blue eyes? Was he good at football? The mother's answers suggest that father and son have little in common. Their eye color, physical appearance and interests are all different. Then the boy and his mother arrive at McDonald's ([MCD](http://money.cnn.com/quote/quote.html?symb=MCD&source=story_quote_link)), where he orders a Filet-O-Fish sandwich. "That was you dad's favorite too," says the mother.

More than 150 people have complained about the advertisement to the U.K. **Advertising Standards Authority (ASA)**, accusing the fast food chain of **exploiting**利用; 剥削 **bereaved**丧失亲人的人 children. Many critics recalled their own experiences of losing a parent. "**I am sickened and disgusted by** 我被恶心到了this advert. Lost my dad at nine. Memories? Yes. Burger? No! Shameful ad McDonald's," said a Twitter user.

McDonald's has apologized and asked broadcasters to pull the advertisement from rotation. "It was never our intention to cause any upset. We are particularly sorry that the advert may have disappointed those people who are most important to us -- our “target customers” ," the company said in a statement. McDonald's said that while the ad has been pulled, it may appear again on Wednesday due to "**the lead times**订货到交货的时间 required by some broadcasters."

Matt Wilson, a press officer at the Advertising Standards Authority (ASA), said the regulator would assess whether there are grounds to launch an investigation. "Complainants have objected that it is inappropriate and insensitive to use **bereavement** 丧失亲人**and grief** to sell fast food," said Wilson.

The outside “advertising agency”广告公司that created the ad for McDonald's declined to comment.

lead time

1.Lead time is the time between the original design or idea for a particular product and its actual production. 从最初设计到投产的时间 e.g. They aim to cut production **lead times** to under 18 months. 把产品**从设计到投产的时间**缩短18个月以内。

2. Lead time is the period of time that it takes for goods to be delivered after someone has ordered them. 从订货到交货的时间 e.g. Lead times on new equipment orders can run as long as three years.

新设备**从订货到交货的时间**可能长达3年

## Are Super Bowl ads worth the money?

NEW YORK (CNNMoney.com) -- Is a Super Bowl commercial worth it?

Blue-chip companies such as [Anheuser-Busch](http://money.cnn.com/quote/quote.html?symb=BUD) ([Charts](http://money.cnn.com/quote/chart/chart.html?symb=BUD)), [Pepsico](http://money.cnn.com/quote/quote.html?symb=PEP) ([Charts](http://money.cnn.com/quote/chart/chart.html?symb=PEP)), [Coca-Cola](http://money.cnn.com/quote/quote.html?symb=KO) ([Charts](http://money.cnn.com/quote/chart/chart.html?symb=KO)) and [General Motors](http://money.cnn.com/quote/quote.html?symb=GM) ([Charts](http://money.cnn.com/quote/chart/chart.html?symb=GM)), as well as smaller firms like GPS navigation system maker Garmin, online lead generator Salesgenie.com and privately held Web registrar GoDaddy.com are all rolling the dice with Super Bowl ads this year.

[CBS](http://money.cnn.com/quote/quote.html?symb=CBS) ([Charts](http://money.cnn.com/quote/chart/chart.html?symb=CBS)), the network that will be airing Super Bowl XLI on February 4, is said to be charging as much as $2.6 million for a thirty-second spot. Add on the costs to produce the commercials (which could also approach the multi-million dollar ballpark) and investing in the game is an expensive proposition.

A panel of advertising experts debated whether or not Super Bowl ads made financial sense at an event sponsored by news agency Reuters in New York Wednesday.

[Super prices for Super Bowl ads](http://money.cnn.com/2007/01/03/news/funny/superbowl_ads/index.htm)

Jon Bond, co-founder of Kirshenbaum Bond + Partners, a New York-based ad agency, said that because the game typically generates a huge audience (nearly 91 million watched Super Bowl XL last year) it usually is worth the investment for large companies. But he added that advertisers need to do more than just simply air a commercial.

"You need an X-factor," he said, adding that Super Bowl commercials tend to make the most sense for consumer products companies, mainly because these firms are often able to get better product placement in stores leading up to the game if they have a Super Bowl commercial airing.

But others said that there is too much uncertainty about whether or not a Super Bowl ad will pay off since even though you can measure how many people watch the game, you don't really know how many people are watching or paying attention to the commercial, let alone whether or not the commercial is even relevant to a particular viewer.

"The biggest problem is that nobody knows if the Super Bowl is worth it," said Dmitry Shapiro, chief executive officer of Veoh, a privately held online video firm. "That's the problem with TV advertising as a whole and the Super Bowl is just the epitome of it."

To that end, there is a growing sense among some marketers that the Super Bowl is not the best venue to advertise a product.

According to a survey released Wednesday by the National Sports Marketing Network, which has 7,000 members representing sports marketing agencies, the sports leagues and TV networks, 41 percent of respondents said a Super Bowl commercial was not worth the investment while only 37 percent said it was worth it.

[K-Fed Super Bowl spot fires up burger flippers](http://money.cnn.com/2007/01/22/news/funny/federline/index.htm)

What's more, 94 percent of the respondents said that, assuming the budget was the same, they would rather launch a product via a new media campaign (i.e. the Internet) as opposed to using a Super Bowl commercial.

One marketing expert conceded that Super Bowl ads are not for everyone.

"It's a big bet for a 30-second spot that you don't know for sure if it will have an impact," said Julie Roehm, the former senior vice president of marketing Communications for [Wal-Mart](http://money.cnn.com/quote/quote.html?symb=WMT) ([Charts](http://money.cnn.com/quote/chart/chart.html?symb=WMT)). "There is a much bigger risk than reward and it is only worth it for very few companies."

Roehm was fired by Wal-Mart in December amidst allegations that she accepted an expensive dinner and other gifts from potential vendors. Roehm has denied any wrongdoing and said Wednesday at the Reuters event that her biggest mistake at Wal-Mart was being "overly confident" that she could adapt to Wal-Mart's culture.

Prior to her stint with Wal-Mart, she worked for DaimlerChrysler and was responsible for the company's controversial decision to have its Dodge brand sponsor the Lingerie Bowl, a pay-per-view event that aired during halftime of the Super Bowl, featuring supermodels playing football.

Despite some skepticism about the viability of Super Bowl ads, a sales executive from CBS said that demand for ads is still strong.

Joann Ross, president of network sales for CBS, said that the network still had not completely sold out the available spots for the game but expected to do so next week. She said this is pretty standard though.

"It is the biggest event of the year but it's also a high-ticket item. Some advertisers get in early but others like to wait for a discount," she said, adding that there has been more interest from advertisers since the AFC and NFC championship games aired Sunday.

[Super Bowl stimulates appetites for HDTVs](http://money.cnn.com/2007/01/24/news/funny/superbowl_nrf/index.htm)

The game has the potential to be a fairly desirable match-up for advertisers since it features the Indianapolis Colts, whose quarterback Peyton Manning has appeared in ads for companies such as Sprint and Mastercard, and the Chicago Bears. Chicago is the nation's third-largest TV market.

To that end, Coca-Cola, said Wednesday that it will be airing three commercials during the Super Bowl. This is the first time the soft-drink maker has advertised during the game since 1998.

Ross said it's also worth noting that even though many of the ads are by Super Bowl marketing stalwarts like Anheuser-Busch and Pepsi, several companies that have never advertised during the game before have decided to take the plunge this year, including [Garmin](http://money.cnn.com/quote/quote.html?symb=GRMN) ([Charts](http://money.cnn.com/quote/chart/chart.html?symb=GRMN)) and Salesgenie.com, which is a subsidiary of publicly traded marketing services company [infoUSA](http://money.cnn.com/quote/quote.html?symb=IUSA) ([Charts](http://money.cnn.com/quote/chart/chart.html?symb=IUSA)).

"On the one hand, there are advertisers that are tried and true and you have others that are willing to roll the dice and take a shot because they know this will be the widest reach they can get," Ross said.

She added that one advertiser which is a prominent supporter of Black History Month, is considering buying more ads in order to promote the fact that this is the first Super Bowl featuring a black head coach. In fact, both coaches, Indianapolis' Tony Dungy and Chicago's Lovie Smith, are black.

Panelists were mixed on the hot new Super Bowl advertising trend, commercials generated by or based on ideas from consumers. Pepsi's Doritos brand, GM's Chevy and the National Football League itself are running Super Bowl ads.

Bond said that this showed that advertisers are trying to become more and more like media companies and that is a good idea to tap the talent of people that are creative who otherwise wouldn't have a chance.

Not everyone agreed.

"It sounds lazy. I'm so sick of 'you,'" quipped comedian Mo Rocca, who was one of the panelists.

<http://bleacherreport.com/articles/1035118-super-bowl-commercials-2012-which-companies-have-leaked-advertisement-previews>

## Super Bowl 2012 Commercials: Which Companies Have Leaked Advertisement Previews?

The Super Bowl is the one time a year that many people will go out of their way to catch some advertisements during a program, rather than ignore them, fast-forward on their TiVo or simply go do something else.

Which is the reason why so many great spots are created each and every year with the big event in mind. On February 5 this year, while watching the New York Giants and New England Patriots duke it out, here are some previews for commercials you are going to have to check out.

**Volkswagen**

The guys at Volkswagen stole the show last year with their [Star Wars-themed piece](http://www.youtube.com/watch?v=R55e-uHQna0) and are going right back to that successful formula in 2012.

The teaser for the spot involves a group of dogs barking “The Imperial March” tune while dressed as iconic characters from George Lucas’ masterpiece.

**Samsung**

The South Korean conglomerate is going to be taking some shots at Apple in its Super Bowl spot.

You can see in the video that a bunch of “fan boys” are camping out, waiting to get the latest Apple phone and are disappointed that it looks the same as last year’s.

Then a guy comes by with a "superior" Samsung phone to show off to them and further rains on their parade.

It’s a bold move by the company and will certainly further the growing rivalry between the two corporations.

**H&M**

The clothing giant knows that plenty of women will be watching the Super Bowl and enlisted the help of a stripped-down David Beckham to move some product.

H&M is launching his Bodywear collection and is hoping that the image of the iconic soccer player will help sales.

Those are the companies that have released previews so far, but the Super Bowl is still nearly two weeks away, and a lot more will be released in the coming days.

Keep checking Bleacher Report up until kickoff to find out more about these incredible advertisements.

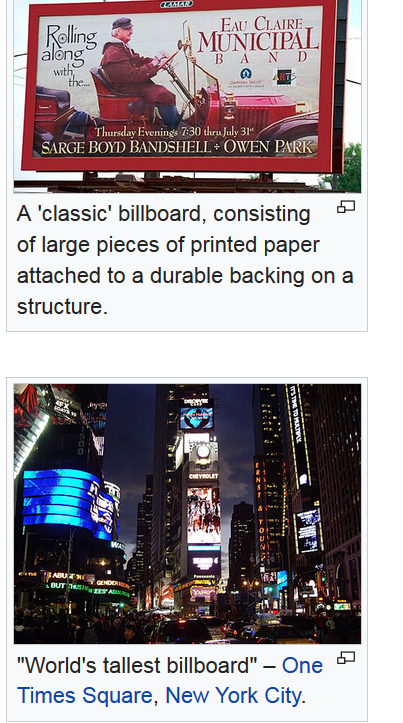
## Billboard ( a sort of “street furniture”)

A **billboard** (also called a **hoarding** in the UK and many other parts of the world) is a large [outdoor advertising](https://en.wikipedia.org/wiki/Out-of-home_advertising) structure (a **billing board**), typically found in high-traffic areas such as alongside busy roads, such as the Interstate No.（美国州公路） Billboards present large [advertisements](https://en.wikipedia.org/wiki/Advertising) to passing **pedestrians** and drivers. Typically showing large, ostensibly witty [slogans](https://en.wikipedia.org/wiki/Slogan), and distinctive visuals, billboards are highly visible in the top [designated market areas](https://en.wikipedia.org/wiki/Media_market).//

**//Ostensible** is used to describe something that seems to be true or is officially stated to be true, but about which you or other people have doubts. 声称的; 表面上的

The largest standard-size billboards, known as **Bulletins**, are located primarily on major highways, expressways or principal arterials/arteries干道, and command high-density consumer exposure (mostly to vehicular traffic). **Bulletins afford greatest visibility due not only to their size, but because they allow creative "customizing" through extensions and embellishments**.

**Posters** are the other common form of billboard advertising, located mostly along primary and secondary arterial/arteries干道 roads. Posters are a smaller format than bulletins and are viewed principally by residents and commuter traffic, with some pedestrian exposure.

**Advertising style**

Billboard advertisements are designed to catch a person's attention and create **a memorable impression** very quickly, leaving the reader thinking about the advertisement after they have driven past it. They have to be **readable** in a very short time because they are usually read while being passed at high speeds. Thus there are usually only a few words, in large print, and a humorous or arresting image in brilliant color.

Some billboard designs spill outside the actual space given to them by the billboard, with parts of figures hanging off the billboard edges or **jutting out** /dʒʌt/ of the billboard in three dimensions.

The first "**scented**气味嗅觉 billboard," an outdoor sign emitting the **odors**/ˈəʊdə/气味 of [black pepper](https://en.wikipedia.org/wiki/Black_pepper) and [charcoal](https://en.wikipedia.org/wiki/Charcoal) to suggest a grilled steak, was erected on **Interstate** 6 near [North Carolina](https://en.wikipedia.org/wiki/Mooresville,_North_Carolina). The sign depicted a giant cube of beef being pierced by a large fork that **jutted out** /dʒʌt/ to the ground. The scents were emitted between 7–10 a.m. and 4– to 7 pm from 28 May 2010 through 18 June 2010.

// jut /dʒʌt/ If something juts out, it sticks out above or beyond a surface. 伸出 e.g The northern end of the island **juts out** like a long, thin finger into the sea. 像一根细长的手指伸进大海

**Painted billboards**

Almost all these billboards were painted in large studios. The image **was projected on** the series of paper panels that made up the billboard. Line drawings were done, then traced with a pounce wheel that created perforated lines. The patterns were then "pounced" onto the board with a chalk filled pounce bag, marking the outlines of the figures or objects. Using **oil paints**, artists would use large **brushes** to paint the image. Once the panels were installed using **hydraulic**液压的；水力的 cranes, artists would go up on the installed billboard and touch up the edges between panels. These large, painted billboards were especially popular in Los Angeles where historic firms such as Foster & Kleiser and Pacific Outdoor Advertising dominated the industry. Eventually, these painted billboards gave way to graphic **reproduction**再生, but hand-painted billboards are still in use in some areas where only a single board or two is required. The "[Sunset Strip](https://en.wikipedia.org/wiki/Sunset_Strip)" in Los Angeles is one area where hand-painted billboards can still be found, usually to advertise upcoming films or albums.

**Digital billboards**

[https://upload.wikimedia.org/wikipedia/commons/thumb/2/2c/Digital_billboard.JPG/220px-Digital_billboard.JPG](https://en.wikipedia.org/wiki/File:Digital_billboard.JPG)

A [digital billboard](https://en.wikipedia.org/wiki/Digital_billboard) is a billboard that is created from computer programs and software. Digital billboards can be designed to display **running** text, display several different displays from the same company, and even provide several companies a certain **time slot** during the day. The constantly changing texts ensure maximum impact and wide exposure to target audiences.

In May 2014, Beck's Beer released a billboard poster that plays audio. Conductive传导的 ink linked to sensors and speakers means that when touched, the poster begins to play music. The beer company claim it to be 'the world's first playable music poster'.

**Mobile billboards**

[](https://en.wikipedia.org/wiki/File:Mobile_Bicycle_Billboard_from_Singapore,_April_9_2013.jpg)

Outdoor Advertising, such as a mobile billboard, is effective because it is difficult to ignore. According to a UK national survey, it is also **memorable**. Capitol Communications Group found that 81.7% of those polled recalled images they saw on a moving multi-image sign. This is compared to a 19% retention rate for static signs.

Unlike a typical billboard, mobile billboards are able to go directly to their target audience. They can be placed wherever there is heavy foot traffic due to an event – including convention centers, train stations, airports and sports arenas. They can repeat routes, ensuring that an advertiser's message is not only noticed, but that information is retained through repetition.

**Multi-purpose billboards**

Some billboards are not used only for advertising, but can be multi-purpose. So, an advertising sign can integrate its main purpose with telecommunications **antenna** and/or public lighting support. Usually the structure has a steel pole with a coupling **flange**轮缘；边缘 on the above-fitted advertising billboard structure that can contain telecommunications antennas. The lighting power wiring and any antennas are placed inside the structure.

**Placement of billboards**

Some of the most **prominent** billboards are alongside highways; since passing drivers typically have little to occupy their attention, the impact of the billboard is greater. Billboards are often drivers' primary method of finding **lodging**/inn, food, and fuel on unfamiliar highways. There were approximately 450,000 billboards on US highways in 1991. In Europe billboards are a major component and source of income in urban [street furniture](https://en.wikipedia.org/wiki/Street_furniture) concepts.

An interesting use of billboards unique to highways was the [Burma-Shave](https://en.wikipedia.org/wiki/Burma-Shave) advertisements between 1925 and 1963, which had 4- or 5-part messages on multiple signs, keeping the reader hooked by the promise of a [punchline](https://en.wikipedia.org/wiki/Punch_line) at the end. This example is in the [National Museum of American History](https://en.wikipedia.org/wiki/National_Museum_of_American_History) at the [Smithsonian Institution](https://en.wikipedia.org/wiki/Smithsonian_Institution):

These sort of multi-sign advertisements are no longer common, though they are not extinct. One example, advertising for the [NCAA](https://en.wikipedia.org/wiki/National_Collegiate_Athletic_Association), depicts a basketball player aiming a shot on one billboard; on the next one, 90 yards (82 meters) away, is the basket. Another example is the numerous billboards advertising the roadside attraction [South of the Border](https://en.wikipedia.org/wiki/South_of_the_Border_%28attraction%29) near [Dillon, SC](https://en.wikipedia.org/wiki/Dillon,_South_Carolina), along [I-95](https://en.wikipedia.org/wiki/Interstate_95) in many states.

Many cities have high densities of billboards, especially where there is dense pedestrian traffic—[Times Square](https://en.wikipedia.org/wiki/Times_Square) in New York City is a good example. Because of the lack of space in cities, these billboards are placed on the sides of buildings and sometimes are free-standing billboards hanging above buildings. Billboards on the sides of buildings create different stylistic opportunities, with artwork that incorporates features of the building into the design, such as using windows as eyes, or for gigantic frescoes that adorn the entire building.

**Visual and environmental concerns**

Many groups such as [Scenic America](https://en.wikipedia.org/wiki/Scenic_America) have complained that billboards on highways cause excessive clearing of trees and intrude on the surrounding landscape, with billboards' bright colors, lights and large fonts making it difficult to focus on anything else, making them a form of [visual pollution](https://en.wikipedia.org/wiki/Visual_pollution). Other groups believe that billboards and advertising contribute negatively to the mental climate of a culture by promoting products as providing feelings of completeness, wellness and popularity to motivate purchase. One focal point for this sentiment would be the magazine [AdBusters](https://en.wikipedia.org/wiki/AdBusters), which will often showcase politically motivated billboard and other advertising vandalism, called [culture jamming](https://en.wikipedia.org/wiki/Culture_jamming).

[](https://en.wikipedia.org/wiki/File:Arcata_CA_Billboard_Down.jpg)

This is one of three contested billboards in the coastal zone of [Humboldt Bay](https://en.wikipedia.org/wiki/Humboldt_Bay) that were cut down by an unknown vandal in 2013.

In 2000, rooftops in [Athens](https://en.wikipedia.org/wiki/Athens) had grown so thick with billboards that it was difficult to see its famous architecture. In preparation for the [2004 Summer Olympics](https://en.wikipedia.org/wiki/2004_Summer_Olympics), the city embarked on a successful four-year project demolishing the majority of rooftop billboards to beautify the city, overcoming resistance from advertisers and building owners. Most of these billboards were illegal, but had been ignored until then.

In 2007, [São Paulo](https://en.wikipedia.org/wiki/S%C3%A3o_Paulo), Brazil instituted a billboard ban because there were no viable regulations of the billboard industry. Today, São Paulo, Brazil, is working with outdoor companies to rebuild the outdoor infrastructure in a way that will reflect the vibrant business climate of the city while adopting good regulations to control growth.

Individuals and groups have vandalized billboards worldwide.

**Road safety concerns**

Panoramic view of Los Angeles looking north from the [Pacific Electric Building](https://en.wikipedia.org/wiki/Pacific_Electric_Building), ca. January 1, 1907

In the US, many cities enacted laws banning billboards as early as 1909 ([California Supreme Court](https://en.wikipedia.org/wiki/California_Supreme_Court), Varney & Green vs. Williams) but the [First Amendment](https://en.wikipedia.org/wiki/First_Amendment_to_the_United_States_Constitution) has made this difficult. A [San Diego](https://en.wikipedia.org/wiki/San_Diego) law championed by [Pete Wilson](https://en.wikipedia.org/wiki/Pete_Wilson) in 1971 cited traffic safety and driver distraction as the reason for the billboard ban, but was narrowly overturned by the [Supreme Court](https://en.wikipedia.org/wiki/Supreme_Court_of_the_United_States) in 1981, in part because it banned non-commercial as well as commercial billboards.

Billboards have long been accused of distracting drivers and causing accidents. This may not necessarily be true, as a study by researchers at the University of North Carolina showed. Released in June 2001, the researchers prepared a thorough report on driver distraction for the AAA Foundation for Traffic Safety. This study said: "The search appears to suggest that some items—such as CB radios, billboards, and temperature controls—are not significant distractions."

Traffic safety experts have studied the relationship between outdoor advertising and traffic accidents since the 1950s, finding no authoritative or scientific evidence that billboards are linked to traffic accidents. However, many of these studies were funded by the Outdoor Advertising Association of America, which has led to accusations of bias. The methodology used in certain studies is also questionable.

The US Department of Transportation, State Department of Transportation and property/casualty insurance companies statistics on fatal accidents indicate no correlation between billboards and traffic accidents. A broad sampling of law enforcement agencies across the country found no evidence to suggest that motor vehicle accidents were caused by billboards. Property and casualty insurance companies have conducted detailed studies of traffic accident records and conclude no correlation between billboards and traffic accidents.

However, studies based on correlations between traffic accidents and billboards face the problem of under-reporting: drivers are unwilling to admit responsibility for a crash, so will not admit to being distracted at a crucial moment. Even given this limitation, some studies have found higher crash rates in the vicinity of advertising using variable message signs[[5]](https://en.wikipedia.org/wiki/Billboard#cite_note-Cairney-5) or electronic billboards.[[6]](https://en.wikipedia.org/wiki/Billboard#cite_note-Farbry-6)

It is possible that advertising signs in rural areas reduce driver boredom, which many believe is a contribution to highway safety. On the other hand, drivers may fixate on a billboard which unexpectedly appears in a monotonous landscape, and drive straight into it (a phenomenon known as "[highway hypnosis](https://en.wikipedia.org/wiki/Highway_hypnosis)").[[7]](https://en.wikipedia.org/wiki/Billboard#cite_note-Wallace-7)

Surveys of road users show that the lighting provided by billboards provide security and visibility to many motorists. The Federal Highway Administration (FHWA) went on record (Federal Register, 5 March 1999) stating that the agency agrees that appropriately regulated billboards do not compromise highway safety. It should be noted that this statement was made before the release of the FHWA report Research review of potential safety effects of electronic billboards on driver attention and distraction[[6]](https://en.wikipedia.org/wiki/Billboard#cite_note-Farbry-6) in 2001. What level of regulation is appropriate for billboards in different areas is still under discussion by road safety experts around the world.

**Laws limiting billboards**

In 1964, the negative impact of the over-proliferation of signage was abundantly evident in Houston, Texas, and it motivated [Lady Bird Johnson](https://en.wikipedia.org/wiki/Lady_Bird_Johnson) to ask her husband to create a law. At the same time the outdoor advertising industry was becoming aware that excessive signs, some literally blocking another, was bad for business.

In 1965, the [Highway Beautification Act](https://en.wikipedia.org/wiki/Highway_Beautification_Act) was signed into law. The act applied only to "Federal Aid Primary" and "Defense" highways and limited billboards to commercial and industrial zones created by states and municipalities. It required each state to set standards based on "customary use" for the size, lighting and spacing of billboards, and prohibited city and state governments from removing billboards without paying compensation to the owner. The act requires states to maintain "effective control" of billboards or lose 10% of their federal highway dollars.

The act also required the screening of junk yards adjacent to regulated highways.

Around major holidays, volunteer groups erected highway signs offering free coffee at rest stops. These were specifically exempted in the act.

Currently, four states—[Vermont](https://en.wikipedia.org/wiki/Vermont), [Alaska](https://en.wikipedia.org/wiki/Alaska), [Hawaii](https://en.wikipedia.org/wiki/Hawaii), and [Maine](https://en.wikipedia.org/wiki/Maine)—have prohibited billboards. Vermont's law went into effect in 1968,[[8]](https://en.wikipedia.org/wiki/Billboard#cite_note-8) Hawaii's law went into effect in 1927,[[9]](https://en.wikipedia.org/wiki/Billboard#cite_note-9) Maine's law went into effect in 1977,[[10]](https://en.wikipedia.org/wiki/Billboard#cite_note-10) and Alaska's law went into effect upon its achievement of statehood in 1959.

In the UK, billboards are controlled as [adverts](https://en.wikipedia.org/wiki/Adverts) as part of the [planning system](https://en.wikipedia.org/wiki/Planning_system). To display an illegal advert (that is, without planning permission) is a criminal offence with a [fine](https://en.wikipedia.org/wiki/Fine_%28penalty%29) of up to [£](https://en.wikipedia.org/wiki/%C2%A3)2500 per [offence](https://en.wikipedia.org/wiki/Offence_%28law%29) (per poster). All of the large UK outdoor [advertisers](https://en.wikipedia.org/wiki/Advertisers) such as [CBS Outdoor](https://en.wikipedia.org/wiki/Exterion_Media), [JCDecaux](https://en.wikipedia.org/wiki/JCDecaux), [Clear Channel](https://en.wikipedia.org/wiki/Clear_Channel), Titan and [Primesight](https://en.wikipedia.org/wiki/Primesight) have numerous convictions for such crimes.[[11]](https://en.wikipedia.org/wiki/Billboard#cite_note-11)[[12]](https://en.wikipedia.org/wiki/Billboard#cite_note-12)

In [São Paulo](https://en.wikipedia.org/wiki/S%C3%A3o_Paulo), a city of eleven million in [Brazil](https://en.wikipedia.org/wiki/Brazil), Billboards and advertising on vehicles have been banned since January 2007. It also restricted the dimensions of advertising on shop fronts.[[13]](https://en.wikipedia.org/wiki/Billboard#cite_note-13)

In [British Columbia](https://en.wikipedia.org/wiki/British_Columbia), a province of Canada, billboards are restricted to 300m away from roadways, the government also retains the right to remove any billboard it deems an unsafe distraction.[[14]](https://en.wikipedia.org/wiki/Billboard#cite_note-14)

**Highway**

[](https://en.wikipedia.org/wiki/File:Advertising_hoarding_at_Cheney_Manor_-_geograph.org.uk_-_304264.jpg)

A billboard frame in [Swindon](https://en.wikipedia.org/wiki/Swindon), England

Many signs advertise local restaurants and shops in the coming miles, and are crucial to drawing business in small towns. One example is [Wall Drug](https://en.wikipedia.org/wiki/Wall_Drug), which in 1936 erected billboards advertising "free ice water". The town of [Wall, South Dakota](https://en.wikipedia.org/wiki/Wall,_South_Dakota), was essentially built around the many thousands of customers per day those billboards brought in (20,000 in 1981). Some signs were placed at great distances, with slogans such as "only 827 miles to Wall Drug, with FREE ice water." In some areas the signs were so dense that one almost immediately followed the last. This situation changed after the [Highway Beautification Act](https://en.wikipedia.org/wiki/Highway_Beautification_Act) was passed; the proliferation of Wall Drug billboards is sometimes cited as one of the reasons the bill was passed. After the passage of the act, other states (such as Oregon[[16]](https://en.wikipedia.org/wiki/Billboard#cite_note-16)) embarked on [highway beautification](https://en.wikipedia.org/wiki/Highway_beautification) efforts.

[](https://en.wikipedia.org/wiki/File:Atb-billboard6586.JPG)

**Big name advertisers**

Billboards are also used to advertise national or global brands, particularly in more densely populated urban areas. According to the Outdoor Advertising Association of America, the top three companies advertising on billboards in 2009 were [McDonald's](https://en.wikipedia.org/wiki/McDonald%27s), [Verizon Long Distance](https://en.wikipedia.org/wiki/Verizon_Long_Distance) and [Pepsi](https://en.wikipedia.org/wiki/Pepsi). A large number of [wireless phone](https://en.wikipedia.org/wiki/Wireless_phone) companies, movie companies, car manufacturers and banks are high on the list as well.

**Tobacco advertising**

[](https://en.wikipedia.org/wiki/File:Mailpouch8466.jpg)

[Mail Pouch Barn](https://en.wikipedia.org/wiki/Mail_Pouch_Tobacco_Barn) advertisement: A bit of Americana in southern [Ohio](https://en.wikipedia.org/wiki/Ohio). Mail Pouch painted the barns for free.

Prior to 1999, billboards were a major venue of [cigarette advertising](https://en.wikipedia.org/wiki/Tobacco_advertising); 10% of Michigan billboards [advertise alcohol](https://en.wikipedia.org/wiki/Alcohol_advertising) and tobacco, according to the Detroit Free Press.[[17]](https://en.wikipedia.org/wiki/Billboard#cite_note-17) This is particularly true in countries where tobacco advertisements are not allowed in other media. For example, in the US, tobacco advertising was banned on radio and television in 1971, leaving billboards and magazines as some of the last places tobacco could be advertised. Billboards made the news in America when, in the tobacco settlement of 1999, all cigarette billboards were replaced with anti-smoking messages.[[citation needed](https://en.wikipedia.org/wiki/Wikipedia:Citation_needed)] In a parody of the [Marlboro Man](https://en.wikipedia.org/wiki/Marlboro_Man), some billboards depicted cowboys riding on ranches with slogans like "Bob, I miss my lung."

Likely the best-known of the tobacco advertising boards were those for "Mail Pouch" chewing tobacco in the United States during the first half of the 20th century (pictured at left). The company agreed to paint two or three sides of a farmer's barn any color he chose in exchange for painting their advertisement on the one or two sides of the structure facing the road. The company has long since abandoned this form of advertising, and none of these advertisements have been painted in many years, but some remain visible on rural highways.