

Handout Unit 6

1. Read article on p.51 and prepare answers to the following questions.

1. What is Lord Leverhulme said to have complained about? (1)
2. What revelation has the possibility of measuring effects of advertising brought?
3. What makes the present period disorienting for the advertising industry? (2)
4. Why do some of the traditional methods of advertising no longer work? (2)
5. Do companies spend more or less on advertising? (3)
6. What forms of advertising do they spend their advertising budgets on? (3)
7. What dilemma do companies solve concerning the best way to achieve results? (4)
8. How have the reading and viewing habits of people changed? (5)
9. What is the position of the internet as an advertising media?
10. What is the internet not good at from the point of view of advertising? (5)
11. What is Rupert Howell's reason for being optimistic about the future of advertising? (6)

Read the expressions and prepare short definitions.

to be subjected to st	pop-ups	relentless	to decline	publicity	to get tough
to build awareness	retailer	to endorse	to launch	criminal offence	
target audience	telemarketing		to account for		brand;

2. Read article on page 26 in the Workbook and prepare answers to the following questions.

1. What are the outcomes of Yankelovich partners' study?
2. How many ads is the average American subjected to every day? Where?
3. What was the goal of the report by Deutsche Bank?
4. What is the conventional wisdom about the advertising industry?
5. How has the effectiveness of TV commercials changed?
6. What happens when times get rough?
7. What are the returns from traditional ad media according to Robert Shaw?
8. In what different ways do ads effect sales?

3. Use the expressions to make a summary of the article.

soap pioneer	to persuade a journalist
measurable effects of advertising	to launch an ad
to go down the drain	to splurge a huge sum
to pass through a disorienting period	ever-increasing numbers
diversity of media	building a brand
straightforward advertising	to account for
in-store displays, product placements ...	to remain confident
inseparable part of the industry	relentlessly inventive

4. Use the beginning of the second sentence to transform the first one. Use a gerund or infinitive form.

1. Do not forget to post the letter.

Remember ...

2. I haven't said anything like that, I am sure.

I do not remember...

3. I will never forget how we spent the holiday in the south.

I can't forget

4. I am very sorry I did not take the opportunity.

I regret ...

5. I get up early every day.

I am used ...

6. I was working too hard. I needed a break.

I stopped ...

7. I won't watch the film, it is not very good.

There's no...

8. Let's launch the project right now.

I suggest ...

9. I didn't tell him the truth, it was too difficult for me.

I failed ...

10. I can't wait to go home at the weekend.

I look ...

5. WB, Unit 6 Listening. Listen and fill in the gaps.

Procter and Gamble, which helped to _____ TV soap operas as a new way to market goods, is looking once again for _____ ways to reach consumers. Three years ago it _____ an operation called Tremor to _____ an army of several hundred thousand American teenagers. It uses these "tremors" to discuss ideas about new products and to help _____ marketing messages. _____, the teenagers get to hear about and use new things before many of their _____.

Getting trendsetters to buy (or be given) new products in order to influence a _____ is hardly a new idea. So-called "early adopters" are a similar group, much sought-after by consumer electronics companies in order to give their new products a good start. But there is a wider group which _____ sometimes call "prosumers", short for proactive consumers. Some people in the industry believe this group is the most powerful of all.

Euro RSCG, a big international agency, is completing a nine-country study of prosumers, which it says can represent 20 percent or so of any _____ group. They can be found everywhere, are at the _____ of consumerism, and what they say to their friends and colleagues about _____ and products tends to become _____ six to 18 months later. They also _____ by category. A coffee prosumer, for instance, will not necessarily be a prosumer of cars.

Such people often _____ traditional ads and _____ use the internet to research what they are going to buy and how much they are going to pay for it. Half of prosumers _____ companies and products they cannot find on the internet. If they want to influence prosumers, companies have to be extremely open about providing information.