

# 1

# It pays to advertise

## 1 Read the text about advertising. Complete each gap (1–10) by choosing the correct word a, b or c.

Everyone knows the reason for advertising – it helps you sell more (1) \_\_\_\_\_.

Successful advertising (2) \_\_\_\_\_ can have a dramatic effect on sales, leading to increases that would surprise most people.

Advertising on TV is a huge business. TV (3) \_\_\_\_\_ receive millions in revenue from companies desperate to have their product highlighted for less than a minute at a time. Clearly everyone wants their (4) \_\_\_\_\_ shown at peak-time when the number of (5) \_\_\_\_\_ is at its highest. This demand means that the cost of advertising during certain (6) \_\_\_\_\_ can be incredible – up to £30,000 for five slots of 30 seconds! However, companies may be under the false impression that (7) \_\_\_\_\_ on TV is the best technique.

In fact, the most cost effect methods are those employed by some of the major brands that are (8) \_\_\_\_\_ worldwide. The first thing the companies do is to find a simple (9) \_\_\_\_\_ that will be easily recognised. Next, they visit the retailers (the shops that will sell their products) and pay to have the products (10) \_\_\_\_\_ in a particular place.

Next time you visit your local supermarket, have a look at the items that you can find displayed at eye height or at the end of aisles. You may be surprised by what you see – subtle advertising is all around.

- |                    |              |              |
|--------------------|--------------|--------------|
| 1 a increases      | b products   | c item       |
| 2 a campaigns      | b markets    | c programme  |
| 3 a companies      | b directors  | c viewers    |
| 4 a advertisement  | b channel    | c programme  |
| 5 a advertisements | b programmes | c viewers    |
| 6 a advertisements | b logos      | c programmes |
| 7 a advertising    | b marketed   | c programme  |
| 8 a companies      | b marketed   | c recognise  |
| 9 a logo           | b picture    | c programme  |
| 10 a displayed     | b marketed   | c view       |

## 2 Listen and complete.

Advert	Product
1	
2	
3	

## 3 Talk about your favourite advertisements.

- 1 What does your favourite advertisement advertise?
- 2 Why do you like it?
- 3 Describe it.