

- E** What are the advantages and disadvantages for a company of using celebrity endorsement in its advertising?
- F** The article mentions an attention-grabbing advertisement. This type of phrase is common in advertising. Match the words 1 to 6 to the words a) to f) to make word partnerships.
- |          |              |
|----------|--------------|
| 1 energy | a) teasing   |
| 2 eye    | b) saving    |
| 3 thirst | c) watering  |
| 4 money  | d) catching  |
| 5 mouth  | e) quenching |
| 6 brain  | f) saving    |
- G** Which of the word partnerships in Exercise F would you use to describe these products?
- |                                 |  |
|---------------------------------|--|
| 1 a soft drink <b>3</b>         | 4 a low-power light bulb <b>f</b>                    |
| 2 a fruit bar <b>5</b>          | 5 a range of smart clothing <b>a</b>                 |
| 3 a computer quiz game <b>2</b> | 6 a range of supermarket own-brand products <b>6</b> |

### Listening

#### Planning advertising campaigns



- A** **6.1** Jeremy Thorpe Woods, Head of Planning at Saatchi and Saatchi, a leading advertising agency based in London, talks about advertising campaigns. Listen to the first part of the interview and answer these questions.
- What does Jeremy say is the most important thing about advertising nowadays? *To gain the consumer's attention*
  - What are the key elements of a good advertising campaign, according to Jeremy? *single-minded, in what do you need to say*
- B** **6.2** Listen to the second part of the interview and complete the flow chart.

#### Planning and launch stages of an advertising campaign

- Stage 1** Discussion with *clients* + *intro brands*  
Talk about their *business objectives* and *brands*  
Develop a *marketing strategy*
- Stage 2** *Research* + *stage*  
Observe the target audience, get to know them through *qualitative research*
- Stage 3** Develop a *Creative brief*  
Talk to your creative partners about *idea generation*  
Discuss the communication idea with your *client*  
Go back to your *target audience*
- Stage 4** Make the *communication campaign*  
Use *feedback* to track how it is working.

# New Edition Market Leader Intermediate Answer Key

**Jessica J Manson**



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