TYPES OF ADVERTISEMENT

**WORKSHEET - students:**

**1 Work in pairs, discuss these questions and and tell us about your partner´s opinion:**

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| Do you agree with this Henry Fords´s quotation? „If I had last 5 dollars, I would give them to advertising.“, Why?/Why not? |  |
| Which media are used for advertising? |  |
| What is your favourite media for advertising and why? |  |

**2 Read the text about different types of advertising:**

Advertising has become multimillion business nowadays. It is more art than sicence. There are many different types of advertising nowadays:

1. Online Advertising :- It includes SEO , Adwords , Social media , mobile .
2. Print Advertising:- Newspaper , Magazine , Leaflets/ Flyers.
3. Broadcast Advertising :- TV , Radio
4. Indoor Advertising :- Mall ,Cinema , Cafe & Food Outlets.
5. Outdoor Advertising:- Hoardings / billboards, Poles , Bus Shelters ,Taxi marketing, Petrol pump , Airport.

Nowadays **the Internet** is used by online and offline companies to promote products or services. Banner ads, pop up ads, text ads and paid search placements are common forms. Banner, pop up and text ads are ways to present an image or message on a publisher's website or on a number of websites through a third-party platform like Google's Adwords program. Paid search placements, also known as cost-per-click advertising, is where you bid a certain amount to present your link and text message to users of search engines like Google and Yahoo!

**Newspaper advertising** can promote your business to a wide range of customers. Display advertisements are placed throughout the paper, while classified listings are under subject headings in a specific section. You may find that a combination of advertising in your state/metropolitan newspaper and your local paper gives you the best results. **Magazine Advertising** in a specialist magazine can reach your target market quickly and easily. Readers (your potential customers) tend to read magazines at their leisure and keep them for longer, giving your advertisement multiple chances to attract attention. Magazines generally serve consumers (by interest group e.g. women) and trade (industry/business type e.g. hospitality). If your products need to be displayed in colour then glossy advertisements in a magazine can be ideal - although they are generally more expensive than newspaper advertisements.

**Radio advertising** on the radio is a great way to reach your target audience. If your target market listens to a particular station, then regular advertising can attract new customers.

However, sound has its limitations. Listeners can find it difficult to remember what they have heard and sometimes the impact of radio advertising is lost. The best way to overcome this is to repeat your message regularly - which increases your costs significantly. If you cannot afford to play your advertisement regularly, you may find that radio advertising does not generate strong results.

**Television** has an extensive reach and advertising this way is ideal if you cater to a large market in a large area. Television advertisements have the advantage of sight, sound, movement and colour to persuade a customer to buy from you. They are particularly useful if you need to demonstrate how your product or service works. Producing a television advertisement and then buying an advertising slot is generally expensive. Advertising is sold in units (e.g. 20, 30, 60 seconds) and costs vary according to: the time slot, the television program, whether it is metro or regional, if you want to buy spots on multiple networks.

**Outdoor billboards** can be signs by the road or hoardings at sport stadiums. Transit advertising can be posters on buses, taxis and bicycles. Large billboards can get your message across with a big impact. If the same customers pass your billboard every day as they travel to work, you are likely to be the first business they think of when they want to buy a product.

**Direct mail** means writing to customers directly. The more precise your mailing list or distribution area, the more of your target market you will reach. A direct mail approach is more personal, as you can select your audience and plan the timing to suit your business. A cost effective form of direct mail is to send your newsletters or flyers electronically to an email database.

**Catalogues, brochures and leaflets** can also be distributed to your target area. Including a brochure with your direct mail is a great way to give an interested customer more information about your products and services.

**2a) Which of these types of advertising are most favourite among customers and why?**

**2b) Talk briefly about their advantages and disadvantages of each advertising types :**

**3a) Listen to this radio advertising and say:**

1. **What it is about**
2. **Who is the target group**
3. **If it has attacted your attention and why and how effective it is**

<https://www.campaignlive.co.uk/article/top-10-radio-ads-2016/1418495>

**3b) Watch the TV advertising and say**

1. **What it is about**
2. **Who is the target group**
3. **If it has attacted your attention and why and how effective it is**

<https://www.youtube.com/watch?time_continue=13&v=IprmiOa2zH8>

**4 Divide into three advertising teams and try to create an effective advert/commercial for one of these products – parfume/ electric car/ anti-aging cream in different media:**

What media will you use? If you use:

° an advertisement, write the text and do rough artwork.

° a TV commercial, use a storyboard to illustrate your idea.

° a radio spot, write the script, including sound effects and music. °

other media, indicate what pictures, text, slogans, etc. will be used and then show the results to other students:

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**5 Discuss differences between positives and negatives of advertising in two groups:**

**Positives of advertising**

* Advertising is a key part of modern business
* Companies need to tell customers about their products
* Advertisements inform us about the choices we have
* Advertising is a creative industry that employs many people
* Without advertising we would have less choice
* Without advertising there would be higher unemployment
* Advertising is a form of modern art
* People enjoy adverts

**Negatives of advertising**

* Advertising manipulates people
* It aims to persuade people that buying a product will make them happier
* Advertisers focus on selling a brand image
* They use glamorous, successful people