

## Review

1 Have a look at the sentences (1–12) and fill in the correct adverbs. Compare your results with a partner.

- 1 I will answer your question [ ] . (direct / directly)
- 2 The business client arrived [ ] as usual. (late / lately)
- 3 Billboards have been banned [ ] school buildings in our town. (near / nearly)
- 4 The TV commercial was [ ] successful all over the country. (pretty / prettily)
- 5 The boss of the advertising agency comes and goes [ ] . (free / freely)
- 6 The new brand is [ ] known among teenagers. (wide / widely)
- 7 We could [ ] believe that sales figures have decreased so dramatically recently. (hard / hardly)
- 8 The wagon broke [ ] from the train. (free / freely)
- 9 We could [ ] believe that overnight stays in our area have decreased so dramatically recently. (hard / hardly)
- 10 Oh, I [ ] fell over your briefcase! (near / nearly)
- 11 Have I told you [ ] that I really like doing business with you? (late / lately)
- 12 Jason worked really [ ] on the new advertising slogan. (hard / hardly)



2 Get into pairs. Do you remember the meaning of the important marketing words? If not, look them up on the Internet. Write down their meaning in English. Compare your findings with another pair.

<b>word</b>	<b>meaning</b>
1 target group	.....
2 wholesaler	.....
3 prime time slots	.....
4 franchise	.....
5 campaign	.....
6 to be on air	.....
7 word of mouth	.....
8 to launch	.....
9 eye-catching	.....
10 promote	.....



Presenting a product you have recently bought.

**Step 1:** Think of a product you have recently bought. Try to collect as much information as possible and fill in the grid. Do some research on the Internet.

	product
How is the product advertised?	
Who is the main target group?	
How much is the product? How much is a similar no-name product?	
What is the marketing slogan of this product?	
Which adjectives describe the product best?	



**Step 2:** Get into pairs. Inform your partner about the product. Use your notes. Speak for about four minutes. Take turns.



Try to sell the product from activity 3 to your classmates just like people do on teleshopping channels. Use the phrases from the LanguageBox.

### LanguageBox

Can we interest you in buying a/an ...? This is your chance to do so.

Having / Owning ... keeps you fit / up-to-date / feeling young / looking good because ...

How have you managed to be without a/an ... for so long?

You are never too old / young for a/an ...

You cannot lose with a/an ... because ...

Think of all the attention / satisfaction / admiring looks you will get / feel / experience. It is only ... € but if you order it today, you will get ...

Be quick, there are only ... left. Thanks for placing your trust in us.

I promise that you will not regret your purchase. So do not hesitate to phone us at ...



Look for a magazine advertisement and bring it to class. Analyse its marketing strategy with the help of the *AIDA formula*. Then get into pairs and inform your partner. Use the phrases from the LanguageBox on page 203.

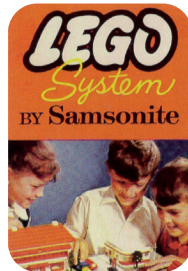


Get into pairs. Have a look at the following *Lego* ads and how they have changed in the last thirty years. Compare the pictures and answer the following questions:

- What are similarities and differences?
- What has changed and what has not?

Use the phrases from the LanguageBox. Take turns.

1 1970s



2 today



### LanguageBox

Comparing these two *Lego* ads, we can say that ...

We think that picture one / two shows ...

The old / modern ad illustrates ...

Both *Lego* ads deal with ...

The major difference between these two ads is ...

The *Lego* ad designed in ... clearly wants to attract customers by creating the impression that ...

The first ad's logo says that...

The main target group(s) of both ads is / are ...

We prefer the first / second ad because ...



Online advertising has become increasingly popular in the last few years. Therefore, companies invest millions in online marketing campaigns. Write an argumentative text about the pros and cons of online advertising. In your argumentative text you should

- outline the pros of online advertising
- point out the cons of online advertising
- mention the most common online marketing tricks.

Use the phrases from the LanguageBox. Find an appropriate headline. Write about 180 words.

### LanguageBox

Talking about the advantages and disadvantages of online marketing, we can say that ...

Generally speaking, there are more positive / negative aspects.

First of all, it is to mention that ...

It is true to say that ...

Second, another major advantage is that ...

Furthermore, it is also good that ...

On the other hand, there are many disadvantages as well, for instance, ...

The fact that ... is also quite negative.

Moreover, it should be mentioned that ..., which is also rather inconvenient.

All in all, ...

Finally, ...

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