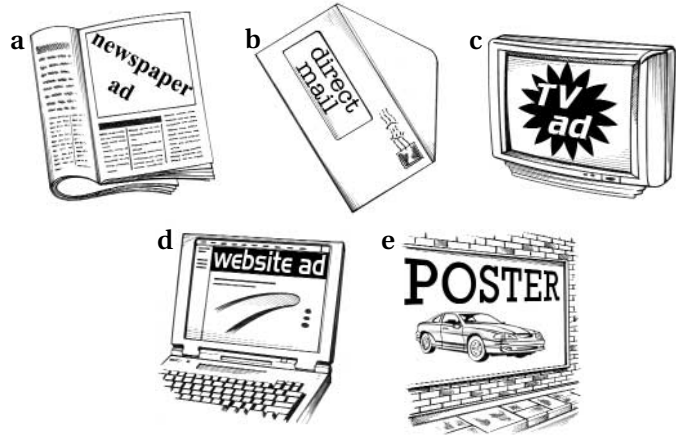


Before you start

- Look at these different ways of advertising and answer the questions.
 - Which do you think is best for contacting specific customers?
 - Which do you think is the most expensive?
- Which way (or ways) of advertising do you think is most suitable for these situations?
 - a travel company selling last-minute trips
 - a car company launching a new model
 - a bank telling customers about a new kind of bank account
 - a local politician who wants people to vote for him/her



Reading

- Read the business advice information (right). Match the questions (1–4) with the paragraphs (a–d).

- What does it say?
- Why are you advertising?
- Where will you advertise?
- Who is it for?

Speaking

- Work in pairs. Read the TALKABOUT advertisement and discuss the questions.
 - What product is the advertisement for?
 - Who are the customers?
 - What is the purpose of the advertisement?
 - What is the message?
 - What is the method?

Writing

- Look back at the marketing report you did in Unit 20, Exercise 7. Work in groups and design an advertisement for the product. Make sure your advertisement:
 - is appropriate for the product and the customer
 - has a clear purpose
 - has a clear message
 - is in the right place.

Get real

Collect some advertisements from newspapers, magazines or direct mail. Choose one you think is good and present it to the class. Say why you think it is good. Make a class display of good advertising material.

Choosing the right advertising for your product or service is really important. Here are some tips.

- Understand your customers. Find out who they are (their age, interests, lifestyle, income, buying habits). Find out what is the best way to reach them. Which newspapers do they read? Which TV programmes do they watch?
- What do you want your advertising to achieve? What is its purpose? Do you want to inform people about your product or service? Do you want them to buy it, or see it in a different way? What is its USP (unique selling point)?
- Keep your message simple and clear. Say just one thing, e.g. 'This is new,' 'This is better,' 'This makes life easier.' Make sure you have a headline that is eye-catching. Make sure the text tells the customer everything you want them to know.
- Choose a method that will reach your target market. It's no good having a brilliant advertisement if the right people don't see it. It's useless to tell five million people about something that only 100,000 people need to know: banks don't use TV to tell existing customers about a new kind of account.

Go the distance

Stay totally in touch with Motorola's TALKABOUT two-way radio. Wherever your sport takes you - on the ski slopes, in the forest, on the water or in the air - you're in constant contact with your friends or your guide for up to three kilometres. It's simple to use, light and water resistant. And with hands-free and voice activation, it works wherever you choose to take it.

*Stay in touch with TALKABOUT.
It's made for you.*