

- 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 *further research* to track how it is working.

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**Yijin Wang**



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## Unveiling the Magic of Words: A Overview of "**Downloads Market Leader Intermediate Answer Key Pdf**"

In a global defined by information and interconnectivity, the enchanting power of words has acquired unparalleled significance. Their capability to kindle emotions, provoke contemplation, and ignite transformative change is actually awe-inspiring. Enter the realm of "**Downloads Market Leader Intermediate Answer Key Pdf**," a mesmerizing literary masterpiece penned by a distinguished author, guiding readers on a profound journey to unravel the secrets and potential hidden within every word. In this critique, we shall delve to the book is central themes, examine its distinctive writing style, and assess its profound effect on the souls of its readers.

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