



Advertisement

“Advertising is the greatest art form of twentieth century”

“Advertising is the tool of the seller, that helps him to affect you and make buy his goods”

Canadian writer Marshal McLuhan

- 
- **A** - attractive, amusing, awful
 - **D** - durable, dull
 - **V** - various, valuable, verbal
 - **E** - emotional, effect, expensive
 - **R** - ridiculous, reliable
 - **T** - talent, terrible, tiresome
 - **I** - interesting, innovative
 - **S** - silly, successful, stylish
 - **I** - illegal, impressive,
improbable
 - **N** - negative, new, nonsense
 - **G** - gay, good, glamour

Life tastes good

Connecting people

Come and live the magic

Better ideas. Driving by you

Where money lives

Change the way you see the world

Awaken your sense

Just do it

Share moments. Share life

It helps protect your skin

Coca Cola

NOKIA

Disney

FORD

CITIBANK

SONY

NESCAFE

NIKE

KODAK

NIVEA

Advertisement

- ❖ **What is advertisement?**
- ❖ **Functions of advertisement**
- ❖ **Types of advertisement**
- ❖ **Advantages and disadvantages of advertisement**
- ❖ **What techniques make advertising so powerful and successful?**

A green leaf with a hole is visible on the left side of the slide. The background features a bright light source, possibly the sun, creating a lens flare effect. The overall color palette is dominated by greens and yellows.

Advertisement

a marketing tool used to raise public awareness of a certain object

Functions of advertisement

*to attract public interest to something;
to maintain this interest and constantly
remind us of a product or a service; to
inform people of a brand or a company*

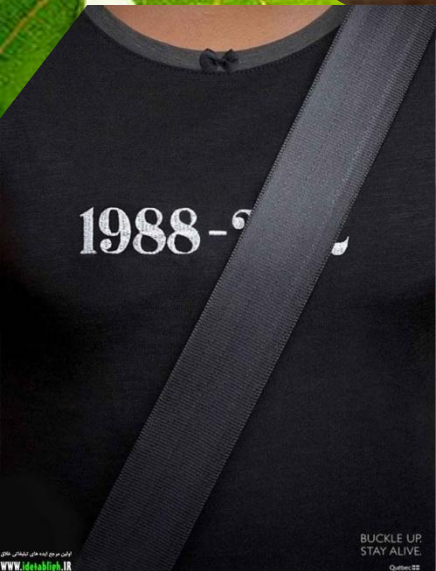
Types of advertisement

According the purpose

- *Political*
- *Commercial*
- *Social*

According the place

- *Outdoor*
- *Indoor*
 - ✓ *On-line ads*
 - ✓ *Print ads*
 - ✓ *Periodical ads*
 - ✓ *Point of sale ads*
 - ✓ *Broadcast ads*
 - ✓ *Celebrity ads*
 - ✓ *Food packaging ads*
 - ✓ *Mobile billboards ads*



Advertisement

Disadvantages

Advantages

*helps to generate sales,
we learn about new products and services*

is beyond our control, we cannot fully eliminate it, because it is everywhere, it is often annoying

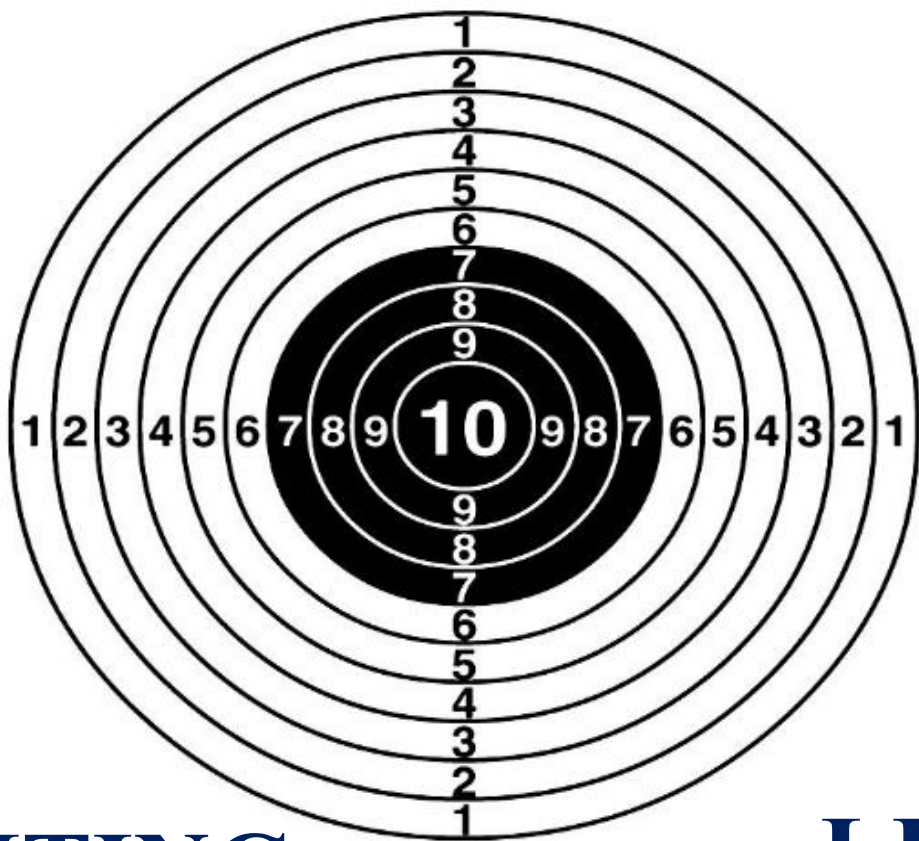
What techniques make advertising so powerful and successful?

- *Repetition*
- *Sound effects*
- *Imperative*
- *Bandwagon*
- *Personification*
- *Memorable slogan*
- *Celebrities*
- *Storyline (a plot)*

Reflective dartboard (target)

READING

SPEAKING



WRITING

LISTENING

Project "Create the ad"



1. My Success at the Lesson



Where are you now ?

1. I'm at the top because

2. I'm at the bottom because

