



# ***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*

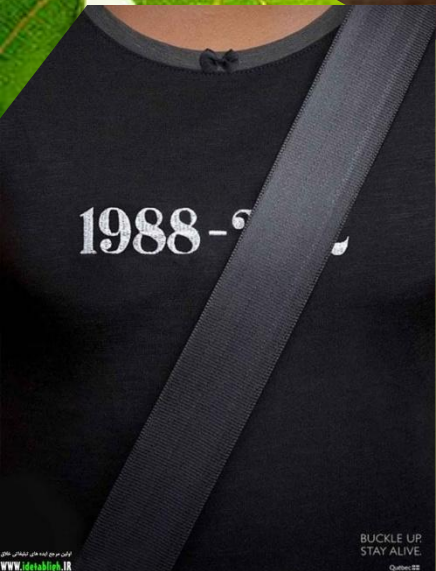
## *According the purpose*

- *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*



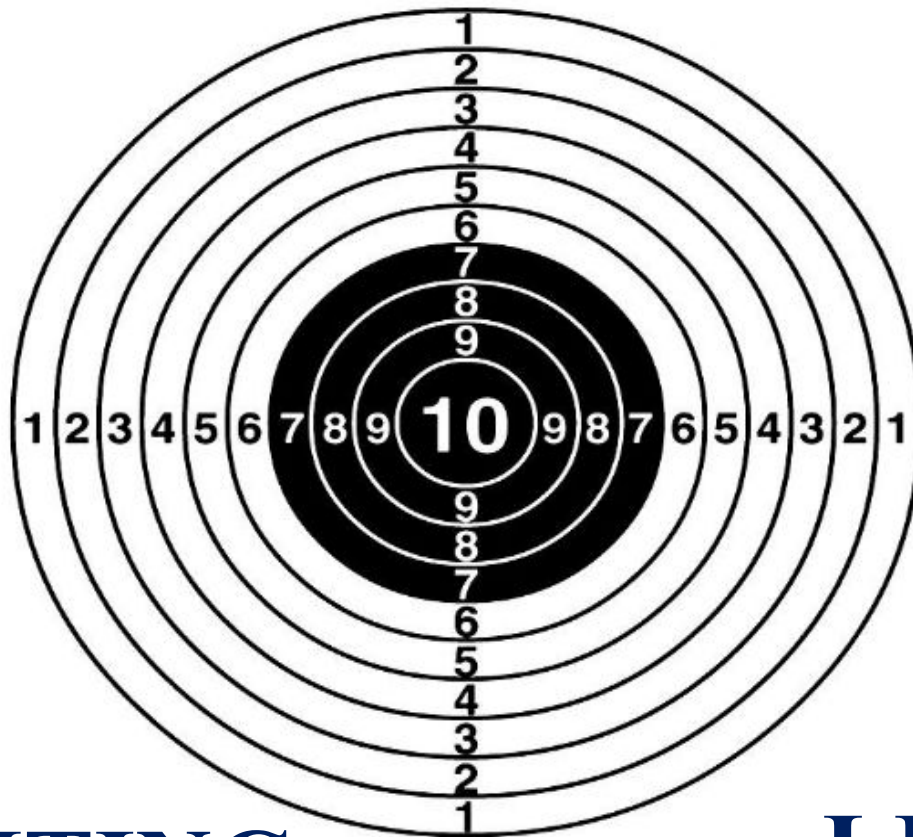
# What techniques make advertising so powerful and successful?

- *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 ....

