



2nd semester

Advanced

Lesson 3



Topic 3:

Unit 5. Advertising and shopping.

Vocabulary related to Business

Advertising

- Is the action of calling something to the attention of the public especially by paid announcements
- Is the business of trying to persuade people to buy products or services
- is a marketing tactic involving paying for space to promote a product, service, or cause. The actual promotional messages are called advertisements, or ads for short.



Match the slogans with the brands and logos



- Just do it

- Power to you



- Let your fingers do the walking

- I'm loving it



- Connecting people

- Jump ahead



- It's the real thing

- Fluent in finance



advertising agency: a company that creates adverts for other companies

advertising budget: the amount of money a company decides to spend on advertising

Advertising Budget

Process



to launch a product: to introduce a new product

sales page: a page specifically used to promote a product or service

brand awareness: how well people know a particular brand

brand loyalty: the degree to which people continue to buy from the same brand or company

celebrity endorsement: to have a well-known person promote a product



Celebrity Endorsement



target audience: the people a company want to sell their product or service to



Complete the sentences or answer the questions:

- 1. When people 'advertise' products they want to**
- 2. In which places can a person find 'cargo'?**
- 3. What does a business do when it 'earns' money?**
- 4. A company's 'headquarters' might be found**
- 5. If a business makes a 'profit', we can say that ...**
- 6. 'Merchandise' is something that people can**
- 7. An 'annual' earnings report can tell about a company's profits**