Advertising

VOCABULARY PRACTICE

INTERMEDIATE | B1-B2

Name: _____ **Date:** _____

1 Match each campaign term with its meaning.

1 target audience	____	a paid or arranged appearance inside entertainment
2 campaign	____	b study of customers and competitors
3 brand awareness	____	c public support from a famous or trusted person
4 endorsement	____	d group an advert is designed to reach
5 product placement	____	e series of coordinated promotional activities
6 testimonial	____	f instruction telling the audience what to do next
7 call to action	____	g customer's statement praising a product
8 market research	____	h degree to which people recognise a company

2 Complete the campaign collocations.

action | **audience** | **awareness** | **campaign** | **endorsement** | **placement** | **research** | **testimonial**

1 identify a target _____

2 launch a national _____

3 increase brand _____

4 secure a celebrity _____

5 negotiate product _____

6 publish a customer _____

7 include a call to _____

8 conduct market _____

3 Choose the most suitable campaign feature.

1 A survey of potential buyers is *market research / product placement*.

2 A trainer appears in a film scene through *product placement / a testimonial*.

3 'Book your trial today' is a *call to action / target audience*.

4 A chef publicly recommends a pan through an *endorsement / campaign*.

5 A buyer's positive quotation is a *testimonial / placement*.

6 Students aged 16-18 may be the *target audience / brand awareness*.

7 Recognition of a company name shows *brand awareness / market research*.

8 Coordinated posters and videos form a *campaign / call to action*.

Advertising

VOCABULARY PRACTICE

INTERMEDIATE | B1-B2

4 Complete the campaign brief with terms from the box.

brand awareness | call to action | campaign | endorsement | market research | product placement | target audience | testimonial

Our **1** _____ shows that young commuters want a durable bottle. They are the main **2** _____. The three-week **3** _____ will combine station posters with short videos to build **4** _____. A cyclist's **5** _____ may add credibility, while a real buyer's **6** _____ will describe daily use. We rejected hidden **7** _____ in a web series. Every advert will end with one clear **8** _____: 'Refill before Friday.'

5 Read the text and answer the questions briefly.

Choosing the right audience

A small theatre first advertised its student tickets to everyone in the city. The campaign generated many views but few bookings. Market research then showed that students cared about price, transport and performances starting after classes. The theatre changed its messages, selected university locations and added a clear booking link. Sales improved. The result did not prove that more exposure was always better; relevance and a simple next step mattered more.

1 Who first saw the theatre's advertising? _____

2 What problem followed many views? _____

3 What three things did students care about? _____

4 Name two campaign changes. _____

5 What happened to sales? _____

6 What mattered more than greater exposure? _____

6 Rewrite using the expression in capitals.

1 The advert is aimed at parents of young children. **TARGET** _

2 A singer publicly supports the headphones. **ENDORSEMENT** _

3 The film shows the drink as part of the story. **PLACEMENT** _

4 The final line tells readers to register. **ACTION** _____

OVER TO YOU

Write a **100-120 word** campaign brief for a product, service or event. Define the audience, message, channel and next action.

[ ] Use at least eight target expressions. [ ] Connect choices to research. [ ] Label paid promotion clearly.

Advertising

ANSWER KEY

1 Campaign terms

1 **d** 2 **e** 3 **h** 4 **c** 5 **a** 6 **g** 7 **f** 8 **b**

2 Campaign collocations

1 **audience** 2 **campaign** 3 **awareness** 4 **endorsement** 5 **placement** 6 **testimonial** 7 **action** 8 **research**

3 Campaign features

1 **market research** 2 **product placement** 3 **call to action** 4 **endorsement**
5 **testimonial** 6 **target audience** 7 **brand awareness** 8 **campaign**

4 Campaign brief

1 **market research** 2 **target audience** 3 **campaign** 4 **brand awareness** 5 **endorsement** 6 **testimonial** 7 **product placement** 8 **call to action**

5 Reading - suggested answers

1 Everyone in the city. 2 There were few bookings. 3 Price, transport and start times.
4 Any two: new messages, university locations, booking link. 5 They improved. 6 Relevance and a simple next step.

6 Rewriting - possible answers

1 Parents of young children are the **target audience**. 2 The singer gives the headphones an **endorsement**.
3 The drink uses **product placement**. 4 The final line is a **call to action**.

Over to you: Answers will vary. Check audience fit, evidence and disclosure.