

5.1 About business Advertising

Discussion

1 In small groups, discuss these questions.

- 1 Can a product be successful without advertising?
- 2 What are the qualities of a good advertisement?
- 3 Describe an advertisement that you really like. Do the others agree?

Listening for gist *142 page*

2 2:01 Listen to Tony Barkston, a college lecturer, giving a lecture to first year business students on advertising, and answer the questions.

- 1 Why is advertising necessary?
- 2 What model of advertising is the lecture about?
- 3 Explain what a USP is in your own words.

Listening for detail *a marketing concept*

3 Listen again and mark the sentences *T* (true) or *F* (false).

- 1 This is the first time Tony Barkston has talked about advertising.
- 2 AIDA stands for attention, idea, desire, action.
- 3 The most important part of the AIDA model is that people buy the products.
- 4 There are a lot of good-quality products on the market.
- 5 Products need to appear different so that consumers can recognise them.
- 6 A USP tells consumers that a product is really different.
- 7 A good proposition can make customers change brand.

Discussion

4 How many different forms of advertising can you think of? Which forms are most effective? Why?

Scan reading

5 Scan the article about body advertising to find answers to the questions.

- 1 How many advertisements does the average person see in a day?
- 2 How much was the winning bid for when a forehead was auctioned on eBay?
- 3 Which type of sportsperson could be used effectively for body advertising?
- 4 Name three companies who have made successful use of body advertising.

Reading for detail

6 Read the article again and answer the questions.

- 1 Who profits from body advertising?
- 2 Which parts of the body are the most effective for body advertising?
- 3 What is one disadvantage of using sports people for body advertising?
- 4 Why is TV advertising not as effective as it was in the past?
- 5 Why might some people not like this form of advertising?
- 6 How did Dunkin' Donuts and Toyota use body advertising?

Collocations

7 Match a verb on the left with a noun on the right to form a collocation from the article.

- | | |
|-------------|------------------|
| 1 advertise | a) a bid on eBay |
| 2 lease | b) money |
| 3 receive | c) products |
| 4 earn | d) attention |
| 5 lose | e) a body part |
| 6 target | f) effectiveness |
| 7 attract | g) an audience |

ADVERTISING SPACE

The average person not only sees over 500 advertisements every day, but is also a walking billboard for his or her favourite brands simply by wearing their clothes, carrying their handbags or driving their cars. But these people are not getting paid for this free advertising.

The idea of selling body space to advertise products is a growing trend which benefits both the wearer and the company. Potential body advertisers just choose which body part they want to lease and which company they want to advertise. They then get a temporary tattoo which they agree to wear for a certain amount of time. Foreheads and bald heads are very effective because you can always see them, even in bad weather.

The body advertising idea became popular when Andrew Fischer auctioned his forehead on eBay and received a bid of \$37,378 for wearing a company logo. There are now many websites on the Internet where you can buy and sell body space.

Athletes and sports people have always earned a lot of money by wearing branded sports clothes. Now they can earn even more with body advertising. Boxers in particular offer a good wide space for advertising on their backs. The advantage of tattoo advertising is that the company name or logo is in full view all through the match and not limited to a 30 second commercial which viewers may switch off anyway. A disadvantage is that when athletes really begin to sweat, the tattoo starts to run.

In a world where people are experiencing advertising fatigue, the real challenge for marketing is to get people's attention. There are basically too many people selling too many things, and many of these things we don't really need. We see advertisements everywhere and so traditional forms of advertising are losing their effectiveness.

Innovative marketing methods such as human billboards are becoming increasingly attractive because of low cost and the ability to target your audience better. Companies now send tattoo-covered human billboards to sporting events, music festivals, beaches or popular tourist resorts to advertise their products.

Of course, some consumers may not find this type of advertising very tasteful or they might not find the body parts on show very attractive. It is also not possible in all parts of the world where there is no tradition of tattoos or showing so much skin in public is taboo.

Well-known big brands such as Toyota, Vodaphone and Dunkin' Donuts have used this method: college kids agreed to stick Dunkin' Donuts logos on their foreheads during an NCAA basketball tournament; Toyota used body art to start a word of mouth campaign for the Scion car.

Body advertising shows that it is not necessary to spend large amounts of money to fulfil advertising's prime goal, which is to attract attention and get people interested enough to buy the products.

tattoo-covered human billboards

Brainstorming and presentation

3 In small groups, hold a brainstorming meeting to think of an advertising campaign for a new perfume. Look at your target group below. What name do you think would attract this group? What sort of bottle and packaging would appeal to this group? And finally, think about the advertising medium. How do you want to get your target group's attention?

Group A

Your target group is men who are over 40. You are aiming your product at professional men and so they will have a good income. Think about what men in this group would be interested in and what would encourage them to buy your product.

Group B

Your target group is women who are between 50 and 60. Think about what women in this group would find appealing and what image might help your product sell.

Group C

Your target group is young people who are between 18 and 25. Your group has a limited income as most of them will be students. Think about what image people in this group would be interested in and what they would find appealing.

Present your ideas to another group, and give feedback on the ideas.

Internet research

Search for the keywords *advertising tattoo*. Find out what the rates are for different body parts.

5 Selling

5.2 Vocabulary Buying and selling



Discussion

1 Work with a partner. Decide which three of these characteristics are the most important for a good salesperson, and which are the least important. Can you add another characteristic?

- really listens to the customer / interested
- smiles all the time / friendly
- knows a lot about their products / knowledgeable
- has a smart appearance / presentable
- you feel you can trust him/her / trustworthy
- can explain the USP of the product / competent
- gives the customer time to think / patient
- good at making the customer believe in the product / persuasive
- makes small talk / chatty

2 Work with a partner and make a list of adjectives to describe a bad salesperson.

3 Work with a partner. Write a list of questions you would expect a salesperson to ask a potential customer who wants to buy a car. For example:

Do you want a used car?

How much do you want to pay?

Internet research

Search for the keywords *customer satisfaction* to find more customer collocations. Make a note of three that you think are useful to learn.

Listening for detail

- 4 Listen to two different salesmen trying to sell a car to Mr Hunt and his daughter. How many of your questions were asked in the conversations? Listen again and make a note of the questions that were asked.
- 5 Which talk is more effective? Why?

Buying and selling

- 6 Listen to the conversation again and note expressions which mean:

- 1 it doesn't cost much to keep the car on the road.
- 2 prices as low as the rivals'.
- 3 no extra charge for borrowed money.
- 4 worth the price.
- 5 a reduction in the price.
- 6 current price of something.

- 7 Match the customers' comments on the left with the appropriate response on the right.

- | | |
|----------------------------------------------------|-----------------------------------------------------|
| 1 It's quite pricey. | a) I'm sure we can match that price. |
| 2 I'm not sure. | b) Of course not. But you'll enjoy having it. |
| 3 It looks very complicated to use. | c) But it's a good investment for the future. |
| 4 Is this the only model you have? | d) Take as much time as you need to think about it. |
| 5 I saw the same model at a cheaper price in town. | e) Let me show you how to use it. |
| 6 I don't really need it. | f) No, we have the complete model range. |

Role play

- 8 Work in pairs, Student A is a salesperson, Student B is a buyer who wants to buy a new laptop. Student A look at page 112, Student B look at page 113.

Customer collocations

- 9 Match the customer collocations on the left to the correct definition on the right.

- | | |
|-------------------------|------------------------------------------------------------|
| 1 customer incentive | a) Description of a typical customer for this product. |
| 2 customer satisfaction | b) Something which encourages a customer to buy something. |
| 3 customer retention | c) When many customers are happy with the product. |
| 4 customer profile | d) When the customer keeps buying the same product. |
| 5 customer loyalty | e) When the company tries to keep the existing customers. |

Discussion

- 10 Work in small groups. Think of the different methods of shopping, for example online or at a market. Make a list of the advantages and disadvantages for customers of one of the methods.

