5 Advertising

Tune in to Culture

New forms of advertising

1 Work in pairs. Discuss the following questions.
1 How many different methods of advertising can you think of?
2 What do you think has changed in advertising over the last ten years?

2 Which of the advertising techniques in the box can you explain?

> advergaming
> direct mail
> billboard
> pop up
> product placement

3 Complete the texts with the correct words from 2.

1 A _____ is a form of online advertising. It happens when a website opens a new web browser window to display adverts.

2 _____ involves the inclusion of a brand's logo or the use of a product in some way in the action of a film, TV programme or video game. The product appears as a natural part of the work. It is also one way that independent film-makers can attract funding for their products.

3 _____ is a large outdoor advertising structure which is found near roads and busy urban areas. Modern versions are digital and allow the adverts to change, unlike the old versions which held only a single poster advertisement.

4 _____ is the use of video games to advertise a product. A company provides interactive games on its website, hoping that potential customers will be interested in the game. These customers will then spend more time on the website and become more aware of the product. The games themselves usually feature the company's products prominently. A typical example of this are King Games, a set of three computer games from the hamburger chain Burger King.

5 _____ is when advertisers send a message, unsolicited, directly to consumers or businesses. The material arrives directly at your front door or as a message on your email. It is often labelled 'junk mail' or 'spam' respectively.

4 Discuss the most appropriate advertising technique for the groups below.
• children under eight
• retired people
• football fans
• teenagers
• business people

5 Work in groups of three or four. Think of an ideal product to sell to one of the groups in 4. Decide on a brand name and how you would advertise it.

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