

МИНИСТЕРСТВО НАУКИ И ВЫСШЕГО ОБРАЗОВАНИЯ РФ

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«Национальный исследовательский Нижегородский государственный
университет им. Н.И. Лобачевского»**

ADVERTISING. PUBLIC RELATIONS MANUAL

Учебно-методическое пособие

Рекомендовано методической комиссией Института международных отношений и мировой истории для студентов ННГУ, обучающихся по направлениям подготовки 42.03.01 «Реклама и связи с общественностью»

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В настоящем пособии собраны материалы на английском языке, предназначенные для развития навыков работы с текстами и тестовыми заданиями по рекламной тематике, определения степени усвоения группой и каждым студентом материала по темам дисциплины, выявления структуры знаний на содержательном уровне.

Пособие предназначено для студентов, 2-го курса Института международных отношений и мировой истории, обучающихся по направлению подготовки бакалавров 42.03.01 «Реклама и связи с общественностью».

Пособие соответствует профессионально-образовательным программам студентов и учитывает содержание курса.

Ответственный за выпуск: председатель методической комиссии
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Введение

Настоящее учебно-методическое пособие по английскому языку предназначено для студентов Института международных отношений и мировой истории, обучающихся по направлению подготовки «Реклама и связи с общественностью».

Учебно-методическое пособие представляет собой тематический сборник текстов и упражнений по рекламе.

Цель пособия – обучение чтению специальной литературы и анализу текста, развитие речевых навыков подготовленной и спонтанной речи, умений вести беседу и делать развернутые сообщения в рамках предлагаемого тематического материала, развитие навыков аудирования аутентичной речи, а также творческого письма.

Учебное пособие содержит наиболее употребительные слова и словосочетания, составляющие необходимый минимум лексики для свободного устного и письменного общения в сфере рекламы. Данные тексты обеспечивают не только ориентированную языковую подготовку учащихся, но и вводят их в проблематику актуальных тенденций в рекламе.

Уникальность пособия заключается в освещении современных тенденций в сфере рекламы.

Пособие соответствует профессионально-образовательным программам студентов-историков и призвано повысить интерес студентов к изучаемой тематике посредством использования аутентичного материала.

I. Getting to Know Advertising

1. Underline the stressed syllable in the following words:

advertise *adverti sing* *ad vert* *ad vertised* *advertisement*

Fill the gaps below with the words from exercise 1.

1. Do you think that is a form of art? Why (not)?
 2. How much does it cost toin a newspaper, on the radio or on TV in your country?
 3. Tobacco in the UK is banned on television, radio, in magazines and newspapers. Is it banned in your country? Do you think it should be? Why (not)?
 4. Do you think that tobacco, cigarettes etc. should benear schools?
 5. What are the funniest three you have ever seen?
 6. What factors do you think make a good.....?
2. What is the difference in meaning between the words 'publicity' and 'advertising'?

Publicity means 'information about anything (celebrities, events, etc.) which attracts public and media attention' and (2) 'public attention and media interest' itself.

Advertising means 'information about products etc. and influencing people to buy them'.

Use the words in exercise 2 to fill the gaps below

1. When Queen Elizabeth II travels abroad the media pay her a lot of attention so her state visits always receive a lot of
2. Soft drinks companies spend a lot of money onto encourage people to buy their products.
3. There is always a lot of before the Academy Awards ceremony in Hollywood.

3. Let's learn some basic advertising words. Watch the video:

https://www.youtube.com/watch?time_continue=7&v=dEqy-Pgn1gk&feature=emb_logo

Today's lesson is about advertising words, the vocabulary we use in English when we talk about this topic. Let's be honest. Advertising is everywhere nowadays. You see advertising on television, in newspapers, all over the internet, on the back of

buses, in the underground. You just can't escape it. Every company wants us to buy its products. Some of the words you will find in the lesson are:

Campaign - Coca Cola have started a new advertising campaign because they have changed the look of the product.

Brand - They say Apple is the most valuable brand in the world.

Product - A good advertisement can sell even the worst product.

Marketing - Some companies spend up to 35% of their overall budget on marketing.

Slogan - "Just do it" was a famous slogan.

Jingle - Product jingles often get stuck in the heads of consumers.

Catchy tune - Catchy tunes often help sell more products.

Target audience - YouTube's target audience is the 18-35 age group.

And many more. There have been thousands of ads over the years but this is one from Australia and it has a really catchy jingle that makes you want to have chicken for dinner. It is annoying when one of these catchy tunes gets stuck in your head and you spend your day singing or humming them. But that is the objective of the advertising companies; embed their jingles into our minds. What is your favourite advertisement? Do you have one? Remember that one of the best ways to learn and retain vocabulary is to start using them as soon as possible. Try to practice the words as soon as possible. Another good idea is to write a paragraph or two on the subject of advertising so that you get used to spelling the words as well.

4. *Check your vocabulary. Match each definition with the letter with one of the following:*

a - commercial (n.), b - billboard, c - complimentary, d - campaign, e - readership, f - slogan, g - press release, h - features, i - publicity, j - brand awareness

1. memorable motto or phrase
2. a large, square sign used to post advertisements
3. a statement (about a product) released to the news media
4. an advertisement on TV, the radio, etc.
5. the attempt to manage how a public sees a product
6. the number of people that read a particular newspaper, magazine, etc.
7. a plan of action (to promote a product)
8. a measure of how popular a brand is (how many people know it, etc.)
9. special characteristics, qualities
10. free

5. *Discuss the questions*

1. What is your favourite advert at the moment? Why do you like it so much?
2. Have you ever bought anything just because you saw it advertised on TV?
3. What famous advertising slogans can you remember? Why are they so memorable?

4. What is the aim of most adverts these days – to persuade you to buy the product, to inform you about a new product or to remind you about a well-known product? Give examples.
5. Do you think there are too many advertisements on TV? How many do you think there should be?
6. Which adverts annoy you the most and why?
7. What influences you the most when you are shopping: the price of a product, its appearance or the advertising promoting it?
8. Do you believe 'before and after' advertisements? Why (not)?
9. How much do you think children are influenced by adverts they see on television?
10. What do you think are the good and bad parts of working in advertising?

6. Read the text

Major Methods of Advertising

Brochures or flyers--Many desk-top publishing and word-processing software packages can produce highly attractive brochures. Brochures can contain a great deal of information if designed well, and are becoming a common method of advertising.

Direct mail -- Mail sent directly from you to your customers can be highly customized to suit their nature and needs. You may want to build a mailing list of your current and desired customers. Collect addresses from customers by noticing addresses on their checks, asking them to fill out information cards, etc.

E-mail messages -- These can be wonderful means to getting the word out about your business. Design your e-mail software to include a "signature line" at the end of each of your e-mail messages. Many e-mail software packages will automatically attach this signature line to your e-mail, if you prefer.

Magazines -- Magazine ads can get quite expensive. Find out if there's a magazine that focuses on your particular industry. If there is one, then the magazine can be very useful because it already focuses on your market and potential customers. Consider placing an ad or writing a short article for the magazine. Contact a reporter to introduce yourself. Reporters are often on the lookout for new stories and sources from which to collect quotes.

Newsletters -- This can be powerful means to conveying the nature of your organization and its services. Consider using a consultant for the initial design and layout. Today's desktop publishing tools can generate very interesting newsletters quite inexpensively.

Newspapers (major) - Almost everyone reads the local, major newspaper(s). You can get your business in the newspaper by placing ads, writing a letter to the editor or working with a reporter to get a story written about your business. Advertising can get quite expensive.

Newspapers (neighborhood) -- Ironically, these are often forgotten in lieu of major newspapers, yet the neighborhood newspapers are often closest to the interests of the organization's stakeholders.

Posters and bulletin boards -- Posters can be very powerful when placed where your customers will actually notice them. But think of how often you've actually noticed posters and bulletin boards yourself. Your best bet is to place the posters on bulletin boards and other places which your customers frequent, and always refresh your posters with new and colorful posters that will appear new to passers-by.

Radio announcements -- A major advantage of radio ads is they are usually cheaper than television ads, and many people still listen to the radio, for example, when in their cars. Ads are usually sold on a package basis that considers the number of ads, the length of ads and when they are put on the air. A major consideration with radio ads is to get them announced at the times that your potential customers are listening to the radio.

Television ads -- Many people don't even consider television ads because of the impression that the ads are very expensive. They are more expensive than most of major forms of advertising. However, with the increasing number of television networks and stations, businesses might find good deals for placing commercials or other forms of advertisements.

Web pages -- You probably would not have seen this means of advertising on a list of advertising methods if you had read a list even two years ago. Now, advertising and promotions on the World Wide Web are almost commonplace.

7. *Discuss the most effective methods of advertising using the vocabulary of the lesson*

II. Take the “Advertisement quiz” and check your knowledge

Quiz 1

Which of the following is/are the media of advertising?

1. Press advertising

- a) Radio
- b) TV
- c) Films
- d) All of the above

2. *The outdoor advertising include*

- a) Wall display
- b) Transport display
- c) Billboard display
- d) All of the above

3. *Press advertising includes*

- a) Newspapers
- b) Magazines
- c) Journals
- d) All of these

4. *Advertising is a form of..... intended to persuade an audience to purchase a product or services*

- a) Communication
- b) Sales
- c) Market planning
- d) Revenue planning
- e) Noneofthese

5. *What do advertisements use to leave their brand message in the minds of consumers?*

- a) repetition
- b) bribes
- c) slogans
- d) Video Advertisement

6. *What's the most frequently used word in slogans?*

- a) be
- b) you
- c) best

7. *What company is responsible for the top commercial jingle?*

- a) Pepsi
- b) Oscar Meyer
- c) McDonald's

8. *What's starting to replace jingles in commercials?*

- a) silence
- b) instrumental music
- c) pop music

9. *Small, rectangular advertisements that appear on Web pages are called:*

- a) pop-up ads
- b) banner ads
- c) electronic ads

Quiz 2

1. *Advertising media that uses sight, sound, motion, and color to send advertising messages is*

- a)Radio
- b)Television
- c)Internet
- c)Billboards

2. *Billboards are commonly used advertising media. They are highly visible and reaches a broad target market. A Billboard is an example of:*

- a)print media
- b)Transit Ad
- c)broadcast media
- d)online media

3. *Fonts on a billboard should be easy to _____.*

- a) design
- b) spell
- c) Read/see
- d) create

4. *One of the oldest types of advertising media is:*

- a) Print
- b) Broadcast
- c) Internet
- d) Outdoor

5. *Advertising that presents information about a business's contributions to the community rather than about the business's products is called _____ advertising.*

- a) promotional
- b) product
- c) institutional
- d) Outdoor

6. *Of the following, which is NOT considered a form of advertising media?*

- a) Radio
- b) Television
- c) Telemarketers
- d) Newspapers

7. *Radio and television are both included in the category known as _____ media.*

- a) broadcast
- b) Print
- c) Online
- d) Specialty

8. *Ads that appear on public transportation or other vehicles is _____ advertising.*

- a) Outdoor
- b) Aerial
- c) Product placement
- d) Transit

9. A frequency of _____ is required to really remember an ad.

- a)2
- b)3
- c)5

III. Advertising Techniques

*Doing business without advertising is like winking at a girl in the dark.
You know what you are doing, but nobody else does.
Steuart Henderson Britt*

Advertising is absolutely essential for publicizing products or services, especially if they are new in the market. There are many techniques used by companies to market their products to the consumer. It has been estimated that people in the modern world's richest countries are exposed to around 1,600 commercial messages every day – about one every minute! Where do these commercial messages come from? Make a list of their sources.

1. Read the texts and answer the questions below:

Product Placement

When you watch a TV programme or a movie, you expect to see advertisements in the commercial breaks, but you are also probably receiving a large number of commercial messages during the film or programme as well, thanks to a marketing techniques called 'product placement'. For example, why do the 'men in black' wear Ray-Ban sunglasses? The answer is that Ray-Ban did a deal with the film's producers and followed it with a \$10 million advertising campaign.

- a. Can you think of any other kinds of products which are promoted in this way through films or TV?*
- b. If you were a film director, would you be happy with product placement in your movie? Why or why not?*

Endorsement

Many advertisers ask famous, glamorous or successful people to give their approval to particular brands or products – a technique known as endorsement. After the end of her marriage to the UK's Duke of York, Sarah 'Fergie' Ferguson was asked by the American company 'Weight Watchers' to appear in an advertising campaign for their range of slimming methods and products. Some of the famous examples for this sort of advertising are the appearance of brand Nokia which is displayed on Tom Cruise's phone in the movie *Minority Report*, or the use of Cadillac cars in the movie *Matrix Reloaded*. Pay attention next time, you're sure to come across a lot of such examples.

- a. Why do you think 'Weight Watchers' chose Fergie? Do you think she was a good choice? Why – or why not?*
- b. Think of some other examples of famous people endorsing products. How effective is this technique in persuading you to buy?*

2. Read another text about more advertising techniques

List of Commonly Used Advertising Techniques

Slogans

You surely might have observed that slogans are more commonly used in promotional advertising methods. The catchy slogans are used to attract people towards the products.

Kids and Superheroes

Attractive advertisements can effectively be used to induce viewers to think of buying the goods being advertised. Involving kids and superheroes in product advertisements is probably the best advertisement technique for doing so.

Concepts that Make us Feel Good

A majority of viewers opt for purchasing the product not because they need it, but simply because the advertisement makes them feel good and think differently. This is one of the most common advertising techniques used in marketing.

Real Life Situations

Some advertisements make people relate the product benefits to the problems they are facing. This in turn makes the product seem useful and necessary, which is why it is sold in large amounts.

Attractive Toys

If kids' toys are being advertised, the company makes an advertisement where kids play a major role. This may make the kids, who view the advertisements, feel good about owning those particular products. Hence, the kids ask their parents to get those toys anyhow.

Beauty

Everyone is attracted to beauty, which is one of the best advertising techniques. Beautiful women are used in advertisements, which are specifically fashion or beauty related.

Music Effects

Music is also another common technique used in commercials for latest gadgets. Good music in the TV commercial in fact serves as an indirect advertiser for the product.

Bit of Humor

Advertisers add a bit of situational humor in the commercial or newspaper advertisement to make consumers buy the product. In this way, the consumers get attracted to the advertisement which brings the product into the spotlight.

Heartstrings

A majority of the advertisements relate to concepts that happen to stir the feelings regarding happiness, love, etc. A good example of this includes a family going to a restaurant and enjoying the food, which is actually to be advertised.

Joining the Bandwagon

Some advertisements even claim that they are already being used by most of the people. This usually makes the viewer feel that he is 'out of the crowd', simply because he is not using that product.

Scientific or Statistical Claims

Just to deceive the viewers, some advertisements show a specific number of the products being sold or a survey in favour of the product. This is generally used in commercials of daily use goods.

Vocabulary development

1. *Look at these phrases from the text. Make your own examples with each phrase*

- a) To attract people towards the products - to make a product wanted by buyers
- b) To induce viewers - to persuade or influence somebody to do something
- c) To make the product seem useful and necessary
- d) To bring the product into the spotlight - to make new information known to people, to attract attention to the product
- e) Heartstrings - strong feelings of love or pity
- f) Bandwagon - an activity that more and more people are becoming involved in
- g) To feel good about owning something
- h) To serve as an indirect advertiser for the product
- i) To be 'out of the crowd'
- j) To deceive the viewers

2. *Try to remember ads to illustrate some of the techniques above. Which do you think are the most effective in persuading people to buy?*

Comprehension check

1. *Answer the questions:*

- a) Why is involving kids and superheroes in product advertisements the best advertisement technique?
- b) How can an advertisement make you feel good and think differently?
- c) How can advertisements relate to problems people are facing? Make an example.
- d) Is it ethical that kids play a major role in an advertisement for some products?
- e) Does an image of a beautiful woman in an advertisement make the product more desirable? Why?
- f) Why does humour play a role in advertisements? What effect do advertisers try to achieve?
- g) What other examples of heartstrings can you remember?
- h) Do you think ads with scientific or statistical data can be taken seriously?

2. Continue the sentences:

- a) The catchy slogans are used....
- b) Attractive advertisements can effectively be used...
- c) A majority of viewers opt for purchasing the product not because they need it, but...
- d) Some advertisements make people relate the product benefits to...
- e) Good music in the TV commercial in fact serves as...
- f) The consumers get attracted to the advertisement which...
- g) Some advertisements claim that they are already being used by most of the people, which makes the viewer feel that he is....
- h) Some advertisements show a specific number of the products being sold or a survey in favour of the product just to...

Read the text

Catchy Advertising Slogans

What's an advertisement without catchy phrases and slogans? Because of the slogans we remember them, don't we? The slogan or the song keeps repeating in our minds over and over and that's what makes the certain products stand out more. Catchy advertising slogans are claimed to be highly effective marketing strategy as they attract the audience to a particular brand or product. These slogans or phrases, incredibly creative at times, have the ability to speak for the company and make a place for themselves in the hearts of the consumers. We all remember these slogans and can evaluate how strongly they affect our decisions while buying products. The slogans that appeal to the mass help become the advertisement the most "outstanding" one in history.

We are going to look at some slogans from various industries and manufacturers; some you may have heard or read before. Your task is to match a slogan and the producer.

- | | |
|---|------------------------|
| 1. Oh thank heaven for 7-Eleven | a) Energizer Batteries |
| 2. One thing leads to another | b) Old Spice |
| 3. The official uniform of New York | c) Aston Martin |
| 4. Maybe she's born with it - maybe it's Maybelline | d) Nescafe |
| 5. Because you're worth it | e) DKNY Jeans |
| 6. The mark of a man | f) Lee |
| 7. The jeans that built America | g) Chevrolet |
| 8. Power, beauty and soul | h) Nokia |
| 9. Eye it - try it - buy it! | i) Maybelline |
| 10. Connecting People | j) L'Oreal |
| 11. Keeps going and going and going | k) 7-Eleven |

IV. Logotype



“Logos and branding are so important. In a big part of the world, people cannot read French or English--but are great in remembering signs”

– Karl Lagerfeld

Pre reading activity

1. How do you understand the quote by Karl Lagerfeld?
2. Fill in the gaps in the following text using the missing words:

Law, register, property, copyright, identify, memorable

A logo (logotype) is a _____ visual symbol used to instantly _____ a company, organization, product or brand.

Logos and their design may be protected by _____, via various intellectual _____ organisations worldwide which make available application procedures to _____ a design to give it protection at _____.

1. Translate the following text (use a dictionary):

Logo Design Process

Designing a good logo often requires involvement from a marketing team with the graphic design studio. Before a logo is designed, there must be a clear definition of the concept and values of the brand as well as understanding of the consumer or target group. Steps in the logo design process include research, conceptualization, investigation of alternative candidates, testing across products, and finally adoption and production of the chosen mark.

Read the text

Why Are Logos Important For Advertising?

When advertising a business, there are many different types of methods that are used to ensure a brand is exposed to its highest potential. Logos are one type of advertising method that many businesses overlook but can be used to bring great results time and time again. Organisations use logo designs, as do commercial enterprises and institutions to promote public recognition. Throughout the years, logos have been an important part of brand marketing and brand identity.

Advertising logos through a visual representation of a brand can reinforce and communicate a brand's core principles and values which are called the symbolic benefits of the business. Because of this, logos play a critical role in serving a

connection point between the company and its customers. Businesses like McDonalds, KFC, Coca Cola are all known by their brand's logo.

Vocabulary development

Logo – a memorable visual symbol of a company or brand

To be exposed- not covered or hidden; visible

Potential - qualities or abilities that may be developed and lead to future success

To overlook - have a view of from above

Commercial enterprises - the activity of providing goods and services involving financial and commercial and industrial aspects

Public recognition - the public acknowledgement of a person's status or merits (achievements, virtues, service, etc.)

Brand identity - The visible elements of a brand (such as colors, design, logotype, name, symbol) that together identify and distinguish the brand in the consumers' mind.

To reinforce - strengthen or support (an object or substance), especially with additional material

Core principles - the fundamental beliefs of a person or organization

To play a critical role in – to be crucial

To serve as - to provide service to (a customer), to help

Connection point - a relation between things or events

1. Find these words in the text and underline them.

2. Find English equivalent for the following expressions from the list above

- a) Подвергаться чему-либо
- b) Общественное признание
- c) Торговая марка
- d) Играть решающую роль
- e) Запоминающийся визуальный знак

3. Answer the questions:

- a) What logos you find eye-catching? Name at least three and explain why.
- b) Why are logos important in advertising?
- c) Why are logos one of the most effective types of advertising methods?
- d) Who designs logos?
- e) How are logos protected?
- f) How is a logo connected with the company or brand?

4. Name the logos on the picture



5. Creative team work

In groups. Group A is a customer marketing team, group B a graphic design studio team. Create a logo according to the needs of the company. Define the concept and values of the brand as well as the consumer or target group. Draw a logo and share it with the class.

V. Brand ambassadors

Pre reading activity

1. Match the terms below with their definitions and translate the terms

- a) Brand ambassador
- b) Goodwill ambassador
- c) Promotional model
- d) Testimonial

1. Celebrity linked with non-profit causes, who uses fame and talents to raise social awareness, solicits donations, secures funding of a non-profit organization
2. Brand representative that attends all marketing brand campaigns, they are always present on trade shows and exhibits.
3. "Face of the brand" increases brand awareness and sales, strengthens customer-product-service relationships.
4. Customer advocating the positive sides of a product in a formal or informal "word of mouth"

Read the text

A company chooses a Brand ambassador to be the "face" of the brand. Ideally, the candidate is a well-known person in his or her community and uses already established networks and relationships to market the brand via word-of-mouth tactics (i.e. referring friends, posting about the brand online, etc.). On top of that, a brand ambassador will also represent the company at specific events, where he or she may perform product demonstrations or give away sample products. Brand ambassadors occasionally produce content for the brand, usually by using online platforms to either review a product/service, or to post or write about the company on a blog, newsletter.

Brand ambassadors not only make people eager to try a particular product. They build an image of a brand. They have great credibility, as their opinions are considered reliable. People have no doubt to follow those tips. The audience is more likely to believe a real person who recommends a product rather than a traditional paid ad. The power of suggestion is an incredible process. Brand Ambassadors are people who mention or recommend a brand on a salary basis, on a non-cash exchange basis or even for free.

We can define three types of Brand Ambassadors (Brand Advocates).

1. Famous and recognizable people

Hired by companies, a brand ambassador is expected to be a very well-known individual to masses.

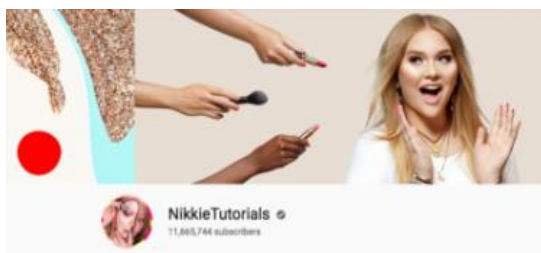
Brand ambassadors should lead face-to-face interactions being the “face of the brand”. They represent a company at formal events, post about the brand online or just mention in their social networks about positive qualities of the brand they are using or wearing.

Examples of celebrity Brand Ambassadors Image 1.



2. Brand Ambassador –Blogger

Nowadays, brands are focused on bloggers (YouTubers, Instagrammers) as very often they achieve similar marketing results as the “big names”. They offer space on their blogs, You Tube and Social Media channels,



which turns out to be quite useful. An enthusiastic, outgoing



individual with a considerable social media presence and a medium to large sized network. hired to represent the company on a salary basis. He or she participates in event marketing, generates brand awareness through word-of-mouth marketing, is an opinion leader in his or her community, promotes the brand via his personal social media accounts, and provides feedback and description of new products/services. Brand ambassador salaries vary greatly, since most brand ambassadors choose their own hours and their compensation differs from company to company. In some industries, social media recognition is essential to become a brand ambassador. Those with social media experience and a big number of friends or

followers are more desirable candidates for the position. Brands will look into use of platforms such as Twitter and Instagram before signing a contract.

3. Brand Ambassador -Fan



All they really get is satisfaction from being engaged in the brand. The most significant difference between them is that they often do it for free or on a non-cash exchange basis. A Long-term relationship with the customer, free extras from the company or excellent customer service can be great motivations.

Brand Ambassadors live and express their impressions – credits, satisfaction, gratitude, encouraging to try and benefit from using product X. They receive gifts from the represented brand (a new device, a sample, a set of tools, free monthly access to an account or channel, a calendar and much more). In return, they become loyal and write about it once or twice, or on a regular basis. If the audience realizes that the person promoting the brand is not being paid to do that, it is more likely, they will follow the advice.

According to Nielsen's 2015 Global Trust in Advertising Report, 83% of respondents are more convinced by the recommendations made to them by those they know and trust over recommendations made via traditional advertising. This is why companies are now using brand ambassadors more and more. Here is the power of a Brand ambassador.

Part 1 Brand Ambassadors – Celebrities

Vocabulary development

1. Match each expression with the Russian equivalent. Find and underline them in the text.

1. word-of-mouth	Создавать контент
2. to perform product demonstrations	Иметь большой авторитет
3. to give away	Побуждать людей стремиться пробовать
4. sample products	Надежное мнение
5. to produce content	Представлять продукцию
6. to make people eager to do smth	Раздавать
7. To have great credibility	Образцы
8. reliable opinion	Упомянуть или рекомендовать
9. power of suggestion	На зарплатной основе
10. to mention or recommend	На бесплатной основе
11. on salary basis	Из уст в уста
12. on non-cash exchange basis	Сила убеждения

2. Find the sentences with these terms and expressions in the text

3. Fill in the gaps in the following text using the missing words and phrases:

Reliable public opinion, power of suggestion, mentioned, sample products, give away

1. He said why _____ something valuable for free

2. _____ and information materials will be provided free of charge to interested companies.

3. You know, I have to admit, I'm actually surprised that you've never _____ her before.

4. Under hypnosis, people are unusually liable to the _____

5. Results of _____ polls provide relevant and meaningful information of interest to the voters.

Part 2 Brand Ambassador – Blogger

1. Write the translation of the following expressions. Underline them in the text.

1. Be focused on	
2. Offer blog space	
3. Enthusiastic individual	
4. Outgoing	
5. Social media presence	
6. Medium to networks	
7. Give feedback	
8. Social media account	
9. Recognition	

2. Choose 4 and make sentences of your own

Part 3 Brand Ambassador – Fan

Vocabulary development

Match expressions from column A with synonyms from column B. Underline them in the text.

A	B
1. To get satisfaction from	Take advantage of
2. To be engaged in (the brand)	To be faithful to
3. Significant	Systematically

4. Free extra	To be involved in
5. Benefit from	As a gift
6. Become loyal	Important
7. On regular basis	To be persuaded
To be convinced	To get pleasure from

Comprehension check

1. Answer the questions below. Find the answers in the text.

- a) Why do companies choose celebrities to be the face of the brand?
- b) What is the role of brand ambassadors?
- c) How do brand ambassadors represent the company?
- d) Why do people follow their tips?
- e) Why do people prefer ambassador's to traditional ads?
- f) How do brand ambassadors get paid?
- g) What are the three types of brand ambassadors mentioned in the text?
- h) What is the difference between the three of them?
- i) Why do companies now use brand ambassadors more and more?

2. Are these statements true or false?

- a) Companies choose introverts to be their brand representatives.
- b) Brand ambassadors never use social media to promote the brand.
- c) Companies choose only famous people to be ambassadors.
- d) Hired bloggers are usually loyal customers.
- e) Brand fans hate the brand they mention.

3. Discuss the questions

- a) Would you like to become a Brand Ambassador?
- b) What do you need to become a BA?
- c) Would you do it for free?

VI. Frequency in Advertising

Pre reading activity

Where can you find advertisements?

An advert might take the form of a normal advertisement – a page in a magazine, or a banner ad.

An advert might take the form of a glowing “news report” about the product.

An advert might take the form of a Facebook posting or a Twitter posting inserted into your news feed.

An advert might take the form of a product placement within a program that you’re watching

An advert might take the form of a testimonial from an actual friend of yours, one who is trying to start a marketing “business” like Amway for example.

The question is how many times you see the same ad until you buy it.

Think of an advert you saw recently and how many times you saw it in one day?

Read the text

Extract from the Simple Dollar Magazine,
written Dobby Trent Hamm Updated on Sep 27, 2019

There is no exact recipe for effective frequency. Sometimes, only a single exposure is enough.

At other times, it can take many exposures. The Business Dictionary defines it as “Advertising theory that a consumer has to be exposed to an ad at least three times within a purchasing cycle (time between two consecutive purchases) to buy that product.”

Effective frequency explains why you often see the same ads over and over again, spread in various forms across your television, your smartphone, your computer screen, in the middle of the programs you watch, and even sometimes in the words of your friends. It’s because, as the quote above makes clear, repeating a particular message and showing a particular product over and over eventually pushes people over a threshold of knowing about the product and desiring the product enough to buy the product.

Thomas Smith wrote a guide called Successful Advertising in 1885.[6] The saying he used is still being used today.

The first time people look at any given ad, they don't even see it.

The second time, they don't notice it.

The third time, they are aware that it is there.

The fourth time, they have a fleeting sense that they've seen it somewhere before.

The fifth time, they actually read the ad.

The sixth time they thumb their nose at it.
 The seventh time, they start to get a little irritated with it.
 The eighth time, they start to think, "Here's that confounded ad again."
 The ninth time, they start to wonder if they're missing out on something.
 The tenth time, they ask their friends and neighbors if they've tried it.
 The eleventh time, they wonder how the company is paying for all these ads.
 The twelfth time, they start to think that it must be a good product.
 The thirteenth time, they start to feel the product has value.
 The fourteenth time, they start to remember wanting a product exactly like this for a long time.
 The fifteenth time, they start to yearn for it because they can't afford to buy it.
 The sixteenth time, they accept the fact that they will buy it sometime in the future.
 The seventeenth time, they make a note to buy the product.
 The eighteenth time, they curse their poverty for not allowing them to buy this terrific product.
 The nineteenth time, they count their money very carefully.
 The twentieth time prospects see the ad, they buy what is offering.

Vocabulary development

1. Translate the words in blanks. Underline them in the text

1. Effective frequency	Эффективная частота
2. Exposure	
3. Purchasing cycle	
4. Over and over again	
5. Spread across	Распространенный
6. Threshold	
7. To notice	Заметить
8. To be aware	
9. To have a fleeting sense	Иметь мимолетное ощущение
10. To thumb ones nose at smth	Прикоснуться к чему либо
11. To get irritated with smth	
12. Confounded	Сбивающий с толку
13. To start to wander	
14. To have value	
15. To afford smth	Позволить себе что либо
16. To curse	
17. Prospect	

2. *Fill the gaps with the missing words and phrases:*

Effective frequency, spread, computer screen, friends, at least three times, threshold

1. _____ explains why you often see the same ads over and over again.
2. I can't believe someone has that high _____ for pain.
3. A consumer has to be exposed to an ad _____.
4. Ads are _____ in various forms across your television, your smartphone, your _____, in the middle of the programs you watch, and even sometimes in the words of your _____.

3. *Continue the sentences in your own way summarizing all 20 times mentioned by Thomas Smith:*

- a) The first time people _____.
- b) The second time, they _____.
- c) The third time, they _____.
- d) The fourth time, they _____.
- e) The fifth time, they actually _____.

4. *Answer the questions below:*

- a) Do you agree with Thomas Smith, the author of this theory?
- b) Do you get annoyed with frequent ads? Why?
- c) When does an ad become really irritating to you?
- d) Do you end up buying the product?
- e) In your opinion, is frequency an effective method to reach the target audience?

VII. The AIDA Formula

Pre reading activity

Ever seen an ad so good that it made you look for the product on the internet? An advert has to be attention grabbing and powerful. You need a strong image that is eye-catching, a catchy slogan a joke or something shocking. In advertising we talk about the AIDA.

Read the text

What Is the AIDA Formula?

The AIDA Model is a universal formula within the advertising and marketing sector to persuade potential customers to buy a product or service. Today, the AIDA model is used in almost every advertisement or commercial. The basic principles of this method were devised by Elias St. Elmo Lewis in the 19th century.

The AIDA marketing formula is an “old standard”. It produces noteworthy results and can be used for all types of digital and offline advertising materials. These include web pages, emails, paid advertisements, direct mail pieces, and even radio and TV ads.

What Do the Letters AIDA Stand for?

AIDA is the acronym for the terms Attention, Interest, Desire and Action. Starting with Attention, the model must be followed step-by-step and ends with Action. Only then, this model has a good chance of success.

Attention - The attention of a potential customer must be drawn before they make a purchase decision. This decision could be made based on colour, typography, sound, image or the use of celebrities. Texts can be used too. A good slogan draws attention to a product immediately.

Interest - When attention has been drawn to the product/service, a customer’s interest will be piqued. The interest in the product/service can only be piqued after the unique selling points (USPs) have been highlighted. These points of sale must be convincing enough for the potential buyer to purchase the product/service. In combination with price, guarantee and terms of delivery, USPs provide an important basis for generating a customer’s interest.

Desire - In this step interest turns into desire. The potential customer must crave for the product and/or service as it were and they must have the idea that they cannot do without it any more. To win the customer over, certain product features could be exaggerated so that the product will become more valuable.

Action -This final stage is about the customer taking action. This results in the customer buying the product and/or service. As an extra stimulus, a special offer will make it a just a little more attractive for the customer to buy the product. It is also important that the customer knows now where they can buy the product and/or

service. In addition to the purchase, registering for a newsletter, requests for a brochure or other forms of responsive action are active forms of action.

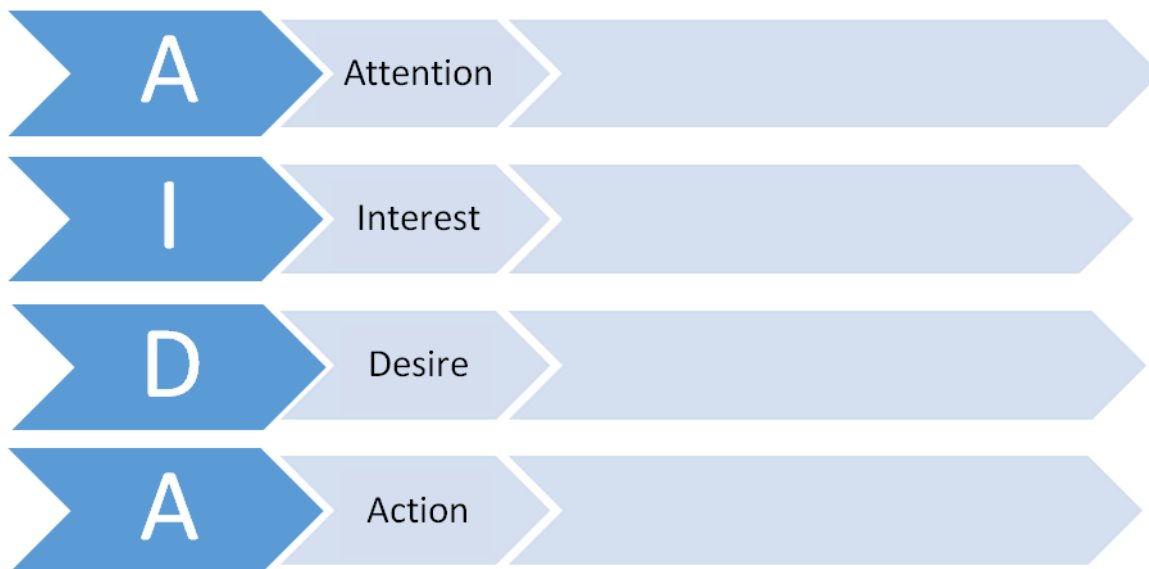
Why is AIDA Important?

It is perhaps the best marketing model of all classic marketing models in existence. The main goal is to grab people’s attention, convince them to take action on what they have read. AIDA helps business owners to communicate effectively with their customers.

The main goal is to get them to purchase your product and experience the benefits that come with it. Finally, direct them to a tipping point so they will take the desired action. This action is what most businesses, especially those using SEO, are hoping to create when offering their services. AIDA offers the best opportunity for business owners to increase the chances of getting the customers they want.

Examples of Successful AIDA Formula Use

1. Summarize the AIDA principles by filling the chart



The AIDA Formula Example

From the moment you get to know of a brand till the time you actually buy it, companies strategically analyse your buying behaviour and try to influence you at every stage.

AIDA Model for Coca Cola

A)The brand that develops Interest by mentioning the ingredients from its beverages in each of its advertisements. Particularly for brand offerings like Diet Coke and Coke Zero, where you’ll often hear about how great the beverages taste without calories.

I)The brand creates Desire in its customers by explaining how its sodas are so satisfying for consumers. Coke Zero, for example, allows you to maintain a good shape while drinking new Coke Zero formula.

D)The product is placed everywhere you may shop or hang out. You'll find Coke brand items in grocery stores, convenience stores, movie theaters, and in vending machines that are found nearly everywhere.

A)With mass exposure and availability with low prices, the brand succeeds in creating Action. People go and try it.

● **Creative activity:***In groups: You have around 5 minutes to create your own advertising campaign for a product of your choice. Create your own advertising campaign. Prepare a poster to present your campaign!*

Follow the AIDA model

1. What is your product?
2. What is your product's name?
3. What is your product's slogan?
(Develop a catchy slogan for your advertisement).
4. How much is the product?
5. Who is your target group?
6. Where can you buy the product?
7. How many products are produced?
8. What do you use the product for?
9. What is your chosen advertising medium? (Decide if your product is advertised on the radio, TV, internet etc.)
10. What is shown in the ad? (Develop a storyline etc.)
11. Ask how many students would buy it.



VIII. The Power of Advertising

Read the text

They use a variety of clever techniques to persuade people to buy their products. Some companies invite celebrities, popular sportsmen, actors and singers. When we see our idols wearing or using that product (Nike sneakers, Head and Shoulders shampoo) we will want it too. Another effective technique is to make us feel bad for not buying their products: if we don't buy their product we will put the environment in danger, we will not be good friends; we will not take good care of our pets. Very attention grabbing words are often used to make buyers desire the product. Such word as "New", "Exclusive", "Latest", make people want to buy.

Children and teenagers are important for companies because they can be easily attracted and they influence their parent's buying decisions and they will become loyal consumers of the product in the future. However, we need to be wise because advertising influences society in general and a healthy society should be responsible for citizens rather than just consumers.

1. Find the following ideas in the text

- a) We will become better
- b) Famous people advertise various products
- c) Using the right words is very important in advertising
- d) We need to save the planet
- e) People's health is important

2. Find the equivalents for the following words in the text

- 1. Enterprise
- 2. Goods
- 3. To like someone
- 4. Smart
- 5. To convince
- 6. Superstars
- 7. Heroes
- 8. Atmosphere
- 9. Threat
- 10. Catchy words
- 11. Unique
- 12. To affect
- 13. Purchase decision

- 14.Faithful
- 15.Prudent
- 16.Residents
- 17.Buyers

IX. Children, Adolescents, and Advertising

Read the text

Believe it or not, young people are advertisers' best investment.

Commercials try to make you feel self-conscious. They want you to worry about appearance about your clean skin, hair being shiny enough and about how muscular you are and how much you weight.

Advertising is accepted and expected. Young people don't see anything wrong in a product being advertised. They don't see any reason to be suspicious and if it's on TV or somewhere else then it must be good. They are easily affected by the charm and appealing presentation of advertising. They look for an instant and easy message. If it's not there they don't take any notice they naively believe celebrities in ads really use the products they are advertising. Brands capitalize on the age old insecurities and self-doubt of teenagers by making them believe that to be "cool" they need that product. Companies know that the youth market is able and willing to pay to be "cool", since teens either have their own purchasing power or play a vital role and choices concerning consumption in the family economy. However, companies hoping to win the youngsters hearts and wallets will have to learn to think like they do.

1. Fill in the gaps in the following text with the missing words and phrases:

1.critical viewers 2.educate 3.health 4.banned 5.aimed at 6.bans 7.Norway 8.deceptive 9.conclusion 10.defenseless 11.Research has shown 12 targeting young consumers 13.business 14.forbid 15.adolescents 16.great influence on

Advertising has a (Q.1): _____ children and (Q.2): _____. Several European countries (Q.3): _____ or severely restricted advertising to children; in the United States, on the other hand, selling to children is simply (Q.4): _____.” Advertisers are trying to find new and creative ways of (Q.5): _____ via the Internet. (Q.6): _____ that young children—younger than 8 years—are psychologically (Q.7): _____ against advertising. In fact, in the late 1970s, the Federal Trade Commission (FTC) came to the (Q.8): _____ that it was unfair and (Q.9): _____ to advertise to children younger than 6 years. Sweden and (Q.10): _____ forbid all advertising directed at children younger than 12 years, Greece (Q.11): _____ toy advertising until after 10 pm, and Denmark and Belgium severely restrict advertising (Q.12): _____ children. Advertisements can be restricted or even (Q.13): _____ if there is a significant public (Q.14): _____ risk. One possible solution is to (Q.15): _____ children and teenagers about the effects of advertising—media literacy. Courses have been developed that teach young people to become (Q.16): _____ of media in all of its forms, including advertising.

2. Check the pronunciation of the following words. Mind the stressed syllable

1. Influence
2. Adolescent
3. European
4. Severely
5. Via
6. Psychologically
7. Deceptive
8. The effects

Comprehension check

1. Are these statements true or false?

- a) Ads have never directly affected teens buying decisions
- b) Ads want to make people embarrassed about the way they look
- c) Teens are difficult to convince
- d) Famous people give realism to ads
- e) Companies take advantage of teenagers lack of confidence
- f) Young people influence their parents buying decisions

2. Answer the questions:

- a) Why are young people a good investment for advertisers?
- b) Which techniques to advertisers use to get to teenagers? Name only three
- c) Do you agree with the statement? "Believe it or not young people are advertisers' best investment". Why?

Additional Material and Food for Thought

Junk food and Advertising

Nicola Davis Thu 15 Mar 2018 06.30 GMT
Last modified on Tue 18 Sep 2018 18.30 BST

Read the text and summarize its main idea in 8-10 sentences



A pile of cheeseburgers and French fries. Photograph: Dominic Lipinski/PA

Rules on adverts for junk food should be tightened, campaigners said after a new report found that young people who recall seeing such marketing frequently are more likely to be obese.

Among the results, the team found that the odds of being obese were more than twice as high when young people reported seeing junk food advertising daily compared with when they did not remember seeing any such adverts in the last month. The results applied regardless of whether the ads were seen on screen or on billboards, and take into account gender, age and socioeconomic status.

In addition the report only shows evidence of a link between obesity and advertising, rather than causality.

Last year new regulations were introduced in the UK that prevented the use of cartoon characters or celebrities in junk food adverts, although not on packaging, and banned junk food adverts from being shown in media aimed at children.

Caroline Cerny of the Obesity Health Alliance said the new report showed clear evidence of a link between junk food adverts and health inequalities, and that further action is needed.

“The government should close existing loopholes to restrict children’s exposure to junk food marketing across all the media they are exposed to,” she added. “In addition, rules should be extended to cover sponsorship of sports and family attractions and marketing communications in schools.”

Additional Exercises

I. Vocabulary: adjectives; advertising

Complete the sentences.

Move - catchy - recognizable - persuasive - exotic - powerful - original - catching
- grabbing

1. This advert isn't attention-_____. We need something more noticeable and memorable.
2. Her picture on the advert makes it very eye-_____.
3. The film was very _____. I was still thinking about it for days afterwards.
4. The best companies are always good at coming up with _____ slogans.
5. I personally don't think that many TV commercials are _____. I've never bought anything because of an advert.
6. A good advert shows normal things in an _____ and completely new way.
7. When I first saw the advert, I thought it was about holidays on an _____ beach but it turned out to be an advert about chocolate!
8. His voice is instantly _____ - that's why they used him in the advert.

II. Vocabulary: word combinations

Complete the sentences with the collocations in the box. In this activity you will be graded on capitalization (lowercase and UPPERCASE). Example: *i think james isn't fun. I think James isn't fun.*

Advertising / managers / vast sums / media analysis / interactive website / fast food / persuasive message / attractive target / junk food

1. Advertising managers are becoming more and more interested in how to attract the child consumer.
2. Find out more information about the toys online at the store's own_____.
3. Advertisements with a _____ tend to follow the formula of AIDA.
4. Now that there are many more elderly people with spare time and cash, the 'grey consumer' has become a very _____ for advertisers.
5. _____ tells us that children influence 50% of what a family buys.
6. This is just_____. It's full of fat, salt and sugar. Throw it away!
7. McDonald's and other _____ restaurants are masters of advertising to children.

8. We've spent _____ of money on TV commercials but I don't see any increase in sales!

III. Translate the following words

1. circulation
2. clip
3. buzz
4. plug
5. product placement
6. jingle
7. announce
8. motto
9. slogan
10. hype

Fill in the blanks using the words above.

<p>1. The _____ with special effects is always very attention grabbing.</p> <p>A. circulation B. clip C. buzz D. plug E. product placement</p>	<p>6. A _____ is a short song or tune used in advertising and for other commercial uses.</p> <p>A. jingle B. announce C. motto D. slogan E. hype</p>
<p>2. We have to _____ the speed of our engine. Let's try to associate this car with an airplane.</p> <p>A. jingle B. announce C. motto D. slogan E. hype</p>	<p>7. "The Chanel campaign is perfect!" exclaimed Gwen. "There is a lot of _____ on the streets about the new perfume".</p> <p>A. circulation B. clip C. buzz D. plug E. product placement</p>
<p>3. Samsung thinks we should reconsider advertising in PC World Magazine. The company feels that their _____ is dropping.</p> <p>A. circulation B. clip C. buzz D. plug E. product placement</p>	<p>8. The ____: "We Build Your Dreams" reflects the company policy, which works to satisfy the wishes of its clients.</p> <p>A. jingle B. announce C. motto D. slogan E. hype</p>

<p>4. "Put _____ in the vacancy ads." said Jane. "If we don't find a copywriter soon, we will have to write texts on brochures and catalogues by ourselves!" Everyone in the room groaned.</p> <p>A. a jingle B. an announce C. a motto D. a slogan E. a hype</p>	<p>9. Let's do this show tonight and it'll be a great _____, a great promotion.</p> <p>A. circulation B. clip C. buzz D. plug E. product placement</p>
<p>5. To promote its products, "Beats" relied on pop music performers, including _____ within music videos, with musicians and celebrities to develop co-branded products.</p> <p>A. circulation B. clip C. buzz D. plug E. product placement</p>	<p>10. The _____ and logo should be memorable and positively perceived.</p> <p>A. jingle B. announce C. motto D. slogan E. hype</p>

IV. Name the products or companies from these slogans

- Kills Germs Dead.
- Connecting People.
- No more tears.
- Think different!
- Melts in your mouth, not in your hands.
- Impossible is nothing.
- Think Different. .
- The quicker picker-upper.
- He keeps going and going and going.
- Melts in your mouth, not in your hands.
- Priceless.
- Once You Pop, You Can't Stop.
- It's In the Game
- Buy it. Sell it. Love it.
- Eat Fresh!
- Betchacan't eat just one
- Your Potential. Our Passion.
- Obey your thirst
- It Gives You Wiiiiings

Kid tested. Mother approved.
The freshmaker!
The happiest place on Earth
The Best A Man Can Get
The Ultimate Driving Machine
You're Not You When You're Hungry
Tastes so good cats ask for it by name.

V. Read the text

Buy Nothing Day

Have you heard of Buy Nothing Day? Let's read about it and complete the summary using the words from the text

"Buy Nothing Day" began in the 1990s in Vancouver, Canada. It was the idea of a man named Kalle Lasn and his organisation "Adbusters". Before starting "Adbusters", Lasn worked for many years in advertising. He started to ask himself: Was it good to make people feel that they should always want more and more? "Buy Nothing Day" criticises this culture of buying more and more.

Lasn wanted to use advertising against companies. "Adbusters" tries to help people understand some of the false ideas behind advertising. The main one is the idea: "You must buy more to be happy." So the organisation promotes "Buy Nothing Day!" and invites people to celebrate it.

"Buy Nothing Day" is on the fourth Friday of every November. "Adbusters" chose this day for a very important reason. It is the biggest buying day of the year. Advertisers call this day Black Friday.

"Buy Nothing Day" is a simple idea — you just buy nothing for a day. Anyone can do it. For some people, "Buy Nothing Day" is a protest. For other people, it is a party. Some groups go to shops and tell other people why they should not buy a lot of things. Other people make Christmas gifts together instead of buying them. Often, people celebrate by enjoying a free gift of nature. They go for walks, or watch the sunset together. The only rule of "Buy Nothing Day" is not to buy anything!

Some people are not sure if "Buy Nothing Day" can really change the culture. It is only one day. And telling people not to do something often does not work! Other people say that shoppers should not just buy less, but they should buy better. These people say that we should buy things that are made in ways that do not harm people or the environment.

1. Complete the summary of the text

"Buy Nothing Day" started in the 1990s in , Canada. It is celebrated on the Friday of every November. Kalle Lasn started the holiday. He worked in ... but now he uses it against companies.

Buy Nothing Day is a simple idea: you just buy nothing for a day. It is a protest, a ... or an opportunity to try something new, e.g. to make ... gifts. Some people enjoy ... because it is free for us!

Of course, there are different opinions about this holiday. Some people say that we shouldn't just stop buying things, but we should buy things that do not ... our planet and the people who make them.

2. Discuss the questions:

1. Do you agree that people buy things they don't need or don't have enough money for? If yes, give an example.
2. Is Buy Nothing Day a good idea? Why (not)?
3. Have a look at these Buy Nothing Day posters. Which of them would you choose to promote it? Why?



Елена Борисовна Ходырева, Нино Валерьяновна Капитула

ADVERTISING. PUBLIC RELATIONS MANUAL

Учебно-методическое пособие

Федеральное государственное автономное
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