



Marketing and ads

Linhlish – Discussion classes

20xx.xx.xx

Marketing & ads

- Can you think of a television advert which was very successful? Why did it work?
- Can you think of any unusual marketing strategies that might work?
- Do you think our new consumer choices are affected by advertising?
- Do you think online advertising works or are all the adverts just annoying?
- Do you think there should be any ban on advertising to children?
- What methods have you seen? Do you think companies will use them in 50 years' time?





Idioms

- **Selling point:** the most attractive feature of something
- **All it's cracked up to be:** a good claim or reputation would suggest
- **Word-of-mouth marketing:** a type of marketing that relies on advertising through conversation. The company encourages initial "conversation" about the product and attempt to make this conversation spread.
- **To get something off the ground:** to start something
- **(Best) bang for your buck:** best value for money
- **To bring something to the table:** to provide benefit or value

Let's practice!

- What do you think is the selling point of McDonald's?
- What product did you buy you realized that it's not all it's cracked up to be?
- Do you think word-of-mouth marketing is effective?
- What parts of getting a new product off the ground is the most difficult?
- Do you think the products give you the most bang for your buck?
- Let's say you will need to join a marketing team. What can you bring to the table?



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- Do you think you are easily persuaded to buy things after seeing or hearing an ad?
 - How do they influence you?
 - To what extent can advertisements change people's taste? Can you provide examples to support your idea?

Neuromarketing

- Link: https://www.youtube.com/watch?v=WcQDr4HxPKU&ab_channel=Spotlight
- Interesting vocabulary:
 - **Instinctive**
 - **Booming economy**
 - **To shift into high gear**
 - **To hit the market with a bang**
 - **Hordes of sth**
- Do you now feel like advertisers might be influencing you in a way you did not think about or realize?
- Can you now give us an example of an instance of neuromarketing?



This House believes that advertising is harmful.

Advertising has grown to be an industry worth many billions of dollars across the world. Online advertising alone is believed to be worth \$24 billion a year. Almost all public spaces have some advertisements in sight and all forms of media, from newspapers to the cinema, are also filled with adverts. While this helps companies sell their products and helps consumers to learn what is on offer, many believe that this huge amount of advertising can be harmful. It may make people want too much, or things that they cannot have, or it might make them feel inadequate when they don't have something. Research shows that children can be particularly vulnerable to these influences.