



● **advertising** N-UNCOUNT

Advertising is the activity of creating advertisements and making sure people see them.

- ...the sums spent on advertising by Internet companies.
- ...a well-known advertising slogan.

● **advertisement** (advertisements) N-COUNT
advert (adverts) N-COUNT
ad (ads) N-COUNT

An **advertisement** is an announcement in a newspaper, on television, or on a poster about something such as a product, event, or job. The forms **advert** and **ad** are also used.

- Miss Parrish recently placed an advertisement in the local newspaper.
- I saw an advert for a transport job with a large steel and engineering company.
- She replied to an ad she saw in the New York Times.

● **promotion** (promotions) N-VAR

A **promotion** is an attempt to make a product or event popular or successful, especially by advertising.

- During 1984, Remington spent a lot of money on advertising and promotion.
- Ask about special promotions and weekend deals too.

● **print** AD;

billboard (billboards) N-COUNT

The **print** media consists of newspapers and magazines, but not television or radio. A **billboard** is a very large board on which posters are displayed.

- I have been convinced that the print media are more accurate and more reliable than television.
- ...a huge billboard on Sunset Boulevard advertising her singing talents.

● **junk mail** N-UNCOUNT

spam (spams) N-VAR

Junk mail is advertisements and publicity materials that you receive through the post, which you have not asked for and which you do not want. **Spam** is unwanted e-mail sent to a large number of people, usually as advertising.

- ...the growth in junk mail.
- My American e-mail account gets 5 or 6 spam messages every day.
- ...a program that will automatically delete spams.

● **tag line** (tag lines) N-COUNT

The **tag line** of something such as a television commercial is the phrase that comes at the end and that is meant to be amusing or easy to remember.

- The tag line was changed from "Bacardi Breezer, there's Latin spirit in every one" to "Breezer, there's Latin soul in every one".

● **tailor** (tailors, tailoring, tailored) VERB

If you **tailor** something such as a product or activity to someone's needs, you make it suitable for a particular person or purpose by changing parts of it.

- Marriott is a good example of such a business, as it has huge information databases on its customers allowing it to tailor its hotel chains to their needs.
- A computer system can only answer yes or no, but we tailor our response to fit the individual customer.

● **advertising agency** (advertising agencies) N-COUNT

An **advertising agency** is a company whose business is to create advertisements for other companies or organizations.

- Advertising agencies are losing their once-powerful grip on brand marketing.

● **advertising campaign** (advertising campaigns) N-COUNT

An **advertising campaign** is a planned series of advertisements.

- The Government has launched a mass advertising campaign to reduce the nation's electricity consumption.

● **advertising standards** N-PLURAL

Advertising standards are the standards of honesty and decency that advertisements are expected to follow.

- The Advertising Standards Authority is the body to write to if you find an advertisement which is unacceptable in some way. This is an independent body which keeps advertising standards high.

● **budget** (budgets) N-COUNT

The **budget** for something is the amount of money that a person, organization, or country has available to spend on it.

- Some companies have a budget for external training, at others all training is handled on the job.
- Like any other small-business owner trying to make such improvements, Gibbins had to do it on a tight budget.

● **account** (accounts) N-COUNT

A regular customer of a company can be referred to as an **account**, especially when the customer is another company.

- Biggart Donald, the Glasgow-based marketing agency, has won two Edinburgh accounts.

● **account executive** (account executives) N-COUNT

An **account executive** is a person who works at a fairly senior level for a company such as an advertising agency or a marketing firm and who deals with regular customers.

- ...an account executive in marketing for IBM.
- ...account executives from their ad agency.

➤ **strategy**: Topic 2.5; **point of sale**: Topic 6.4; **direct mail**: Topic 6.4; **direct selling**: Topic 6.4; **market share**: Topic 12.1



PRACTISE YOUR VOCABULARY

1 Which of the following is true?

- a i Promotion is an example of advertising. ii Advertising is an example of promotion.
- b i A tag line usually comes at the start of an ad. ii A tag line usually comes at the end of an ad.

2 Use the terms in the box to complete the paragraph.

tailor advertisements advertising campaign advertising standards advertisement advertising budget
advertising agencies print account executive

Advertising tells people about products through a variety of media types, e.g. TV, _____, billboards etc. An _____ may use more than one media type, with TV ads supported by a print advertisement in a magazine, for example. Most campaigns are designed and managed by _____, or more specifically by an _____. The cost of using an advertising agency comes out of the company's _____. Agencies are often asked to design a global advertisement that can be used in various countries. They will often _____ or adapt them to a market's particular needs. Agencies need to take care when designing an _____ that it meets each country's _____.

3 Put these four media types into the correct place in the table.

- a junk mail b TV c newspapers d billboards e spam

Media type	Advantages	Disadvantages
1 _____	very good for short sharp messages	can be affected by the weather
2 _____	can be targeted	may be totally ignored by recipient
3 _____	can provide a lot of detail/information	a company's advertisement may be 'lost' amongst many others, possibly those of its rivals
4 _____	can demonstrate the product in use	consumers may not pay attention
5 _____	can reach a lot of people very quickly	can be deleted before it reaches customer

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