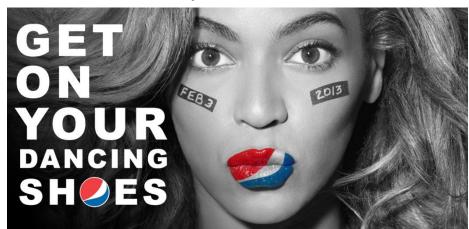
Unit 6 – Advertising (Successful Advertising; Articles)









Reading, p. 48

Reading Successful advertising



Discuss with your partner.

- Which celebrities from your country are used in advertising?
- 2 Which products or types of products do they advertise?
- 3 Do you think this kind of advertising is effective?

What makes Nike's advertising tick?

By Stefano Hatfield

Phil Knight, the co-founder and former Chief Executive 35 company. of Nike, prefers to let his superstar athletes 8 advertisements do his talking for him. Named Advertiser of International Advertising Festival, he is the first person 10 to win the award twice.

Knight has an absolutely to use celebrity athlete endorsement. He describes it is as one part of the 'threelegged stool' which lies growth since the early 1980s. with the other two being 20 product design advertising.

built He has expansion into sport after sport from its athletics roots as on the back of sporting masters: Carl Lewis on the and John McEnroe; Tiger Woods, who led Nike into so golf; Ronaldo and the Brazilian national football

Michael Jordan. who famously rescued the

From the beginning Nike gamble on sporting bad boys others would not touch: Andre the Year at the 50th Cannes 40 Agassi springs to mind. It was a strategy that began with flie Nustase, the original tennis bad boy. The Romanian had the quality that has come to clear and committed strategy 45 represent. Nike and its advertising: attitude.

Nike became number one trainer manufacturer in the behind Nike's phenomenal to US. But Knight admits the company then lost its way as it failed to cope with its success. It experimented unsuccessfully with expansion Nike's 55 into non-athletic shoes, and lost its number one position to Reebok in 1986.

Knight bet the future of the company on a new feature; a track; tennis's Jimmy Connors on new air technology inside the trainer. He launched the product with a David Fincher- as terminal. directed ad which used the Beatles track Revolution, and

team; and the basketball star, 65 then marketed the Air Jordan brand on the back of Michael rest is history.

This brings us to the subject has been prepared to take a mof globalisation and the question of how American the of global ad campaigns such as 'good v evil' and local 75 advertising such as its famous poster campaigns in the UK.

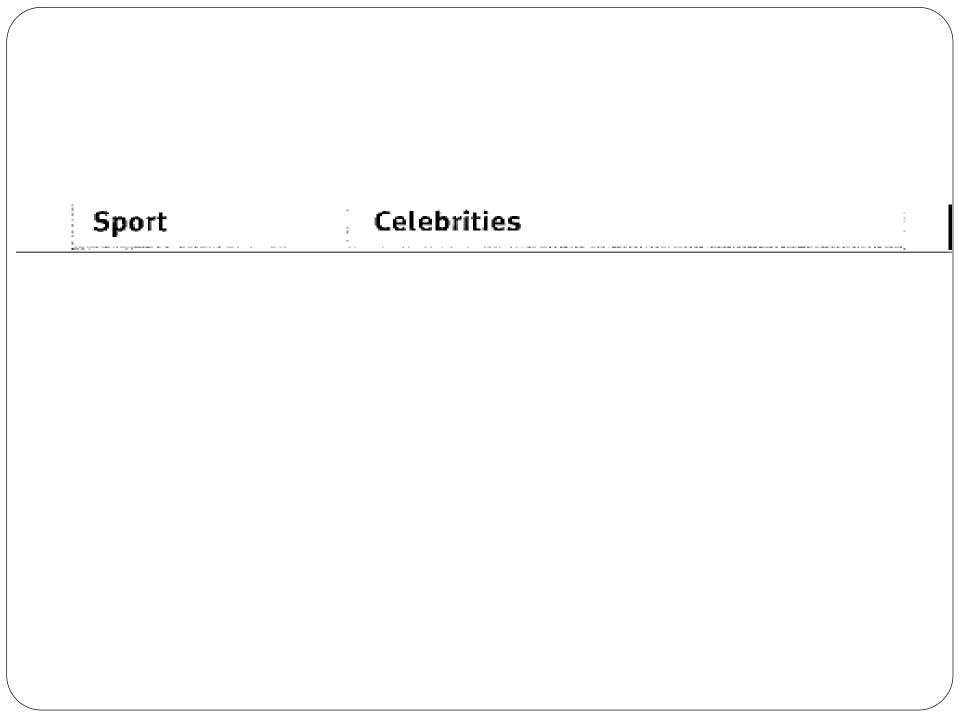
During a partnership with the agency Wieden and Kennedy, Nike After extraordinary growth, so has created some of the world's most attentiongrabbing advertising: for us example the Nike 'good v evil' campaign and two 85 advertisements both for World Cups and the ad 'tag', last winner. Other famous ads star Pete Sampras and Andre so Agassi playing in the streets of Manhattan: Tiger Woods playing 'keepy-uppy' with a ms really is no formula." golf ball; and Brazil's team playing soccer at the airport

It is a remarkable body of work, both in its variety.

daring consistent Originality. At Nike there is a Jordan. Sales took off and the 100 streamlined decision-making process that gives marketing directors real power. They do not rely on market research pre-testing which often brand can be. Nike uses a mix 10s reduces the impact of more experimental commercials. There is also the long relationship with one of the world's best ad agencies, and 21-year 100 what Wieden describes as 'an honesty about sport'. Things only happen in Nike ads that sportsmen and women can really do.

'My number one advertising principle - if I have one - is to wake up the consumer, concludes Knight, with an absolute conviction that is year's Cannes grand prix 220 unique among modern-day chief executives. 'We have a high-risk strategy advertising. When it works, it is more interesting. There

From The Guardian





Get SS to read through quickly to the end of paragraph 4.

| Sport | Celebrities |
|------------|---|
| Athletics | Carl Lewis |
| Tennis | Jimmy Connors, John McEnroe, Andre Agassi, Ilie Nastase, Pete Sampras |
| Golf | Tiger Woods |
| Football | Ronaldo and the Brazilian national football team |
| Basketball | Michael Jordan |

TRUE OR FALSE

- Which of these statements are true? Correct the false ones.
 - a) Nike has been Advertiser of the Year three times.
 - b) Nike uses only worldwide advertising.
 - c) Nike believes market research pre-testing is very important.
 - d) A lot of computer tricks are used in Nike ads.

Solutions

Exercise D

- **a)** False. 'Knight ... is the first person to win the award twice'. (lines 9–10)
- b) False. 'Nike uses a mix of global ad campaigns such as 'good v evil' and local advertising such as its famous poster campaigns in the UK.' (lines 72–76)
- c) False. 'They do not rely on market research pre-testing which often reduces the impact of more experimental commercials.' (lines 102–106)
- **d)** False. 'Things only happen in Nike ads that sportsmen and women can really do.' (lines 111–114)

What are the advantages and disadvantages for a company of using celebrity endorsement in its advertising?

Advantages

Disadvantages

Advantages

People like seeing someone they admire and can identify with.

. . .

Disadvantages

If the celebrity becomes involved in scandal, a law suit, etc., this can have a damaging effect.

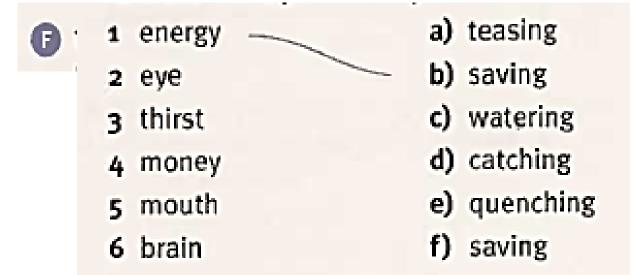
The article mentions an attention-grabbing advertisement. This type of phrase is common in advertising. Match the words 1 to 6 to the words a) to f) to make word partnerships.

a) teasing
b) saving
thirst
money
money
mouth
c) watering
d) catching
e) quenching

6 brain



f) saving



- Which of the word partnerships in Exercise F would you use to describe these products?
 - 1 a soft drink 4 a low-power light bulb
 - 2 a fruit bar
 5 a range of smart clothing
 - 3 a computer quiz game 6 a range of supermarket own-brand products

Language review Articles

alan We use a or an before singular countable nouns.

He works for an advertising agency.

We use a or an to introduce new information.

I saw a humorous advert on the way to work this morning.

We often use a or an to refer to people's jobs. She's an architect.

We use a before consonants. a commercial

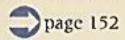
an We use an before vowel sounds. an advert

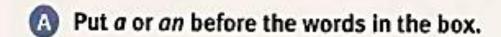
the We use the when we think our listener will know what we are talking about. The International Advertising Festival will be held at Cannes as usual. We use the when it is clear from the context what particular person, thing or place is meant because it has been mentioned before.

Let's change the campaign.

'zero article' We do not use an article before:

- · mass nouns used in general statements. Information is power.
- · the names of many places and people. Japan, Phil Knight





advert commercial strategy USP (Unique Selling Point) university VIP hour European account MBA employee endorsement

- Tick the correct sentences. Add the where necessary in the other sentences. You may need to add the more than once.
 - 1 Knowledge of advertising code of practice is vital to those wishing to work in advertising industry.
 - 2 We want to film a TV commercial in Kingdom of Saudi Arabia.
 - 3 Wales, Scotland, England and Northern Ireland make up UK.
 - 4 The 'Think small' Volkswagen Beetle advert was one of most successful advertising campaigns of the twentieth century.
 - 5 We are going to Czech Republic this summer.
 - 6 Four major brands, AOL, Yahoo!, Freeserve and BT, all achieve awareness of over 40% amongst the UK adult population.
 - 7 This year the sales conference is in Netherlands.
 - 8 Next year I am going to work for an advertising agency in US.

- 1 Knowledge of <u>the</u> advertising code of practice is vital to those wishing to work in <u>the</u> advertising industry. (We think the listener will know what we are talking about and because the advertising code of practice is unique.) (Which industry? – The advertising industry.)
- 2 We want to film a TV commercial in <u>the</u> Kingdom of Saudi Arabia. (Names of countries with 'Kingdom' and 'Republic', and some others.)
- 3 Wales, Scotland, England and Northern Ireland make up the UK. (See 2.)
- 4 The 'Think small' Volkswagen Beetle advert was one of the most successful advertising campaigns of the twentieth century. (Something mentioned before, also formation of superlative.)
- 5 We are going to <u>the</u> Czech Republic this summer. (See 2.)
- 6 Four major brands, AOL, Yahoo!, Freeserve and BT, all achieve awareness of over 40% amongst the UK adult population. ✓ ('Awareness' is an uncountable noun.)

- 7 This year the sales conference is in the Netherlands.(See 2.)
- 8 Next year I am going to work for an advertising agency in the US. (see 2.)



The text below is about the filming of a television advertisement using a famous Brazilian football star. There are no articles in the text. Write in the articles a, an or the where appropriate. Give a reason for your choice.

Ronaldinho smashed window in centuries-old cathedral of Santiago de Compostela while filming advert for television today. Luckily for Barcelona star, window was only small, modern addition to Spain's famous cathedral in Galicia. Brazilian blundered after being asked to try scissor-kick beneath cathedral's 12th century Portico de la Gloria (Portal of Glory). 'I asked Ronaldinho to hit ball as hard as he could and he had bad luck to hit window,' said advert's director Emil Samper. 'It was my fault.'

From the Evening Standard

Ronaldinho smashed a 1 window in the 2 centuries-old cathedral of Santiago de Compostela while filming an 3 advert for television today. Luckily for the 4 Barcelona star, the 5 window was only <u>a</u> 6 small, modern addition to Spain's famous cathedral in Galicia. The 7 Brazilian blundered after being asked to try a⁸ scissor-kick beneath. the 9 cathedral's 12th century Portico de la Gloria (Portal of Glory). 'I asked Ronaldinho to hit the 10 ball as hard as he could and he had the 11 bad luck to hit the 12 window', said the 13 advert's director Emil Samper. 'It was my fault.'

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