

Unit 6 – Advertising (Successful Advertising; Articles)



Reading, p. 48

Reading

Successful advertising

A Discuss with your partner.

- 1 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 of Nike, prefers to let his superstar athletes and advertisements do his talking for him. Named Advertiser of the Year at the 50th Cannes International Advertising Festival, he is the first person to win the award twice.

Knight has an absolutely clear and committed strategy to use celebrity athlete endorsement. He describes it as one part of the 'three-legged stool' which lies behind Nike's phenomenal growth since the early 1980s, with the other two being product design and advertising.

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

team; and the basketball star, Michael Jordan, who famously rescued the company.

From the beginning Nike has been prepared to take a gamble on sporting bad boys others would not touch: Andre Agassi springs to mind. It was a strategy that began with Ilie Nustase, the original tennis bad boy. The Romanian had the quality that has come to represent Nike and its advertising: attitude.

After extraordinary growth, Nike became number one trainer manufacturer in the US. But Knight admits the company then lost its way as it failed to cope with its success. It experimented unsuccessfully with expansion 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 new air technology inside the trainer. He launched the product with a David Fincher-directed ad which used the Beatles track Revolution, and

then marketed the Air Jordan brand on the back of Michael Jordan. Sales took off and the rest is history.

This brings us to the subject of globalisation and the question of how American the brand can be. 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.

During a 21-year partnership with the agency Wieden and Kennedy, Nike has created some of the world's most attention-grabbing advertising: for example the Nike 'good v evil' campaign and two advertisements both for World Cups and the ad 'tag', last year's Cannes grand prix winner. Other famous ads star Pete Sampras and Andre Agassi playing in the streets of Manhattan; Tiger Woods playing 'keepy-uppy' with a golf ball; and Brazil's team playing soccer at the airport terminal.

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

daring and consistent originality. At Nike there is a streamlined decision-making process that gives marketing directors real power. They do not rely on market research pre-testing which often reduces the impact of more experimental commercials. There is also the long relationship with one of the world's best ad agencies, and 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 unique among modern-day chief executives. 'We have a high-risk strategy on advertising. When it works, it is more interesting. There really is no formula.'

From *The Guardian*

Sport

Celebrities

B

🌀 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

- D** 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)

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

Advantages

Advantages

People like seeing someone they admire and can identify with.

...

Disadvantages

Disadvantages

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

...

F 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.

1 energy

2 eye

3 thirst

4 money

5 mouth

6 brain

a) teasing

b) saving

c) watering

d) catching

e) quenching

f) saving



F

1 energy

2 eye

3 thirst

4 money

5 mouth

6 brain

a) teasing

b) saving

c) watering

d) catching

e) quenching

f) saving

G Which of the word partnerships in Exercise F would you use to describe these products?

1 a soft drink

2 a fruit bar

3 a computer quiz game

4 a low-power light bulb

5 a range of smart clothing

6 a range of supermarket own-brand products

a/an 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.*

a 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*

A Put *a* or *an* before the words in the box.

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

B 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 the advertising code of practice is vital to those wishing to work in the 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 the 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 the 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.)



- C** 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 a¹ window in the² centuries-old cathedral of Santiago de Compostela while filming an³ advert for television today. Luckily for the⁴ Barcelona star, the⁵ window was only a⁶ small, modern addition to Spain's famous cathedral in Galicia. The⁷ Brazilian blundered after being asked to try a⁸ scissor-kick beneath the⁹ cathedral's 12th century Portico de la Gloria (Portal of Glory). 'I asked Ronaldinho to hit the¹⁰ ball as hard as he could and he had the¹¹ bad luck to hit the¹² window', said the¹³ advert's director Emil Samper. 'It was my fault.'



∞ Hvala vam na pažnji!
∞ ninakisin.vps@gmail.com
∞ konsultacije