

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

**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 | a) teasing   |
| 2 eye    | b) saving    |
| 3 thirst | c) watering  |
| 4 money  | d) catching  |
| 5 mouth  | e) quenching |
| 6 brain  | f) saving    |

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

- |                        |   |   |   |
|------------------------|---|---|---|
| 1 a soft drink         | 3 | 4 a low-power light bulb                    | f |
| 2 a fruit bar          | 5 | 5 a range of smart clothing                 | a |
| 3 a computer quiz game | 2 | 6 a range of supermarket own-brand products | 6 |

### Listening Planning advertising campaigns



**A** **6.1** Jeremy Thorpe Woods, Head of Planning at Saatchi and Saatchi, a leading advertising agency based in London, talks about advertising campaigns. Listen to the first part of the interview and answer these questions.

- 1 What does Jeremy say is the most important thing about advertising nowadays? *To gain the consumer's attention*
- 2 What are the key elements of a good advertising campaign, according to Jeremy? *single-minded, in what do you need to say*

**B** **6.2** Listen to the second part of the interview and complete the flow chart.

#### Planning and launch stages of an advertising campaign

- Stage 1** Discussion with *clients* + *intro*  
Talk about their *business objectives* and *brands*  
Develop a *marketing strategy*
- Stage 2** *Research* + *stage*  
Observe the target audience, get to know them through *qualitative research*
- Stage 3** Develop a *Creative brief*  
Talk to your creative partners about *idea generation*  
Discuss the communication idea with your *client*  
Go back to your *target audience*
- Stage 4** Make the *communication campaign*  
Use *further research* to track how it is working.

# Market Leader New Edition Intermediate Answer Key

**Puja Mehta**



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## **Table of Contents Market Leader New Edition Intermediate Answer Key**

1. Understanding the eBook Market Leader New Edition Intermediate Answer Key
  - The Rise of Digital Reading Market Leader New Edition Intermediate Answer Key
  - Advantages of eBooks Over Traditional Books
2. Identifying Market Leader New Edition Intermediate Answer Key
  - Exploring Different Genres
  - Considering Fiction vs. Non-Fiction
  - Determining Your Reading Goals
3. Choosing the Right eBook Platform
  - Popular eBook Platforms
  - Features to Look for in an Market Leader New Edition Intermediate Answer Key
  - User-Friendly Interface
4. Exploring eBook Recommendations from Market Leader New Edition Intermediate Answer Key
  - Personalized Recommendations
  - Market Leader New Edition Intermediate Answer Key User Reviews and Ratings
  - Market Leader New Edition Intermediate Answer Key and Bestseller Lists

5. Accessing Market Leader New Edition Intermediate Answer Key Free and Paid eBooks
  - Market Leader New Edition Intermediate Answer Key Public Domain eBooks
  - Market Leader New Edition Intermediate Answer Key eBook Subscription Services
  - Market Leader New Edition Intermediate Answer Key Budget-Friendly Options
6. Navigating Market Leader New Edition Intermediate Answer Key eBook Formats
  - ePub, PDF, MOBI, and More
  - Market Leader New Edition Intermediate Answer Key Compatibility with Devices
  - Market Leader New Edition Intermediate Answer Key Enhanced eBook Features
7. Enhancing Your Reading Experience
  - Adjustable Fonts and Text Sizes of Market Leader New Edition Intermediate Answer Key
  - Highlighting and Note-Taking Market Leader New Edition Intermediate Answer Key
  - Interactive Elements Market Leader New Edition Intermediate Answer Key
8. Staying Engaged with Market Leader New Edition Intermediate Answer Key
  - Joining Online Reading Communities
  - Participating in Virtual Book Clubs
  - Following Authors and Publishers Market Leader New Edition Intermediate Answer Key
9. Balancing eBooks and Physical Books Market Leader New Edition Intermediate Answer Key
  - Benefits of a Digital Library
  - Creating a Diverse Reading Collection Market Leader New Edition Intermediate Answer Key
10. Overcoming Reading Challenges
  - Dealing with Digital Eye Strain
  - Minimizing Distractions
  - Managing Screen Time
11. Cultivating a Reading Routine Market Leader New Edition Intermediate Answer Key
  - Setting Reading Goals Market Leader New Edition Intermediate Answer Key
  - Carving Out Dedicated Reading Time
12. Sourcing Reliable Information of Market Leader New Edition Intermediate Answer Key
  - Fact-Checking eBook Content of Market Leader New Edition Intermediate Answer Key
  - Distinguishing Credible Sources
13. Promoting Lifelong Learning

- Utilizing eBooks for Skill Development
  - Exploring Educational eBooks
14. Embracing eBook Trends
- Integration of Multimedia Elements
  - Interactive and Gamified eBooks

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