

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.

- What does Jeremy say is the most important thing about advertising nowadays? *To gain the consumer's attention*
- 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.

New Edition Market Leader Intermediate Answer Key

John Rogers



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New Edition Market Leader Intermediate Answer Key Book Review: Unveiling the Magic of Language

In a digital era where connections and knowledge reign supreme, the enchanting power of language has become more apparent than ever. Its capability to stir emotions, provoke thought, and instigate transformation is actually remarkable. This extraordinary book, aptly titled "**New Edition Market Leader Intermediate Answer Key**," compiled by a very acclaimed author, immerses readers in a captivating exploration of the significance of language and its profound effect on our existence. Throughout this critique, we will delve into the book's central themes, evaluate its unique writing style, and assess its overall influence on its readership.

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