

Revise your vocabulary

1. Who

agence de publicité	advertising agency
annonceur	advertiser
cible	target
client	customer
consommateur	consumer
commanditaire, sponsor	sponsor
fidèle	loyal /'lɔɪəl/
société de consommation	consumer society

2. What's for sale

article	item /'aɪtəm/
(de) base	basic /'beɪsɪk/, staple
durables (biens de consommation)	durable (N et adj.)
emballage	packaging
marque (de magasin)	(store) brand
à jeter, non durable	disposable (N et adj.)
produit	product

3. Study an ad

accroche	catchword, catch phrase
accroche l'œil (qui)	eye-catching
attirer l'attention	attract the attention
caractéristique (d'un produit)	feature /'fi:tʃə/
créativité	creativity
disposition, maquette	layout
frapper l'imagination	strike (irrég.) the imagination
légende	caption
message	message /'mesɪdʒ/
publicité (une)	ad, advertisement /əd'vɜ:tɪsmənt/
publicité (la)	advertising /'ædvətaɪzɪŋ/
publicité comparative	comparative advertising
publicité énigmatique	teaser
slogan	slogan
texte promotionnel	blurb /blɜ:b/
texte (sur une publicité)	copy

3. How to sell

cibler, viser	target
diffuser	broadcast (irrég.)



doper, stimuler (les ventes)	boost
étude de marché	market study/survey
faire de la publicité (pour un produit)	advertise /'ædvətaɪz/
influencer	influence
lancer	launch /lɔ:ntʃ/
mercatique	marketing
montrer, exposer	display
offre spéciale	special offer
parrainage commercial	sponsoring
parrainer	sponsor
plaire à	appeal to
promotion	promotion

4. Where to advertise?

affiche	poster
annonce pleine page	spread
autocollant	sticker
campagne d'affichage	poster campaign
campagne de publicité	advertising campaign
courrier publicitaire	junk mail
échantillon (gratuit)	(free) sample
enseigne (lumineuse)	(electric) sign
espace publicitaire	advertising space
heure de grande écoute	prime time, peak listening time
mailing, publipostage	mailing, mailshot
prospectus	leaflet
panneau d'affichage	hoarding, billboard
publicité informative	infomercial
refrain publicitaire	jingle
spot publicitaire (TV, radio)	commercial
sur les ondes	on the air

5. The darker side

battage publicitaire	hype /haɪp/
choquant	shocking
crédule	gullible
lavage de cerveau	brainwashing
manipuler	manipulate
matraquage publicitaire	advertising blitz
publicité mensongère	misleading advertising
subliminal	subliminal
tromper	deceive

New forms of advertising on the Internet

- ◆ **advergaming**: the product information is embedded in a computer game played online. It's aimed at young people. These games often capture information about the players.
- ◆ **advertainment**: adverts that are designed to be entertaining or funny.
- ◆ **banner ad**: bar placed across a Web page.
- ◆ **pop-under**: a type of advertising window that appears on your screen when you visit or leave a site. Unlike the older **pop-ups** – extra windows that appear in front of the one you are trying to look at – **pop-under**s appear behind it, so you notice them when you close the main window.
- ◆ **skyscraper ad**: advertisements that appear as vertical bars, also called **tower ads**.

Tips

AIDA: Attention, Interest, Desire, Action (acronyme des objectifs d'une publicité : Attention, Intérêt, Désir, Action).

Madison Avenue: avenue de New York où se trouvent les grandes agences de publicité

Learn a few quotes and proverbs

- ◆ All that glitters is not gold.
- ◆ 'Advertising may be described as the science of arresting human intelligence long enough to get money from it.' Stephen Butler LEACOCK (Canadian humorist and economist)
- ◆ 'Many a small thing has been made large by the right kind of advertising.' Mark TWAIN (1835-1910)

Practise!

Translate the following sentences into English.

1. La publicité attire notre attention par des accroches amusantes.
2. Quand elle est intelligente, une publicité peut être très efficace.
3. Aujourd'hui, les bateaux ont le nom des marques qui les sponsorisent.
4. Les refrains de certaines publicités sont en fait des morceaux de musique classique célèbres.
5. L'heure de grande écoute signifie souvent un véritable matraquage publicitaire pour certaines chaînes.

Practise for the oral exam

Strategies ➤ p. 165

Read 1

➤ p. 90

1. **Présentez les documents** : nature, source, dates.
 - Attention : il s'agit ici de deux articles présentés ensemble. Rendez compte de la problématique commune dès l'introduction.

Two articles – dated – report on tobacco advertising – influence on teenagers

- Présentez les deux articles successivement.

The first article explains that..., while the second article...

2. **Ajoutez un commentaire** éventuel sur le recrutement de Toscani.

The fact that the WHO has recruited one of the most famous advertisers to design an anti-tobacco campaign is...

3. **Ouvrez le débat**

Appuyez par exemple vos idées sur les questions de **Discussion topics**.

I think tobacco advertising should be...

No matter what tobacco companies do, advertisements that target children and young people...

Read 2

➤ p. 94

1. **Présentez le document**

Indiquez sa nature, sa source et évoquez rapidement l'auteur en vous servant des informations données sur la page.

an excerpt from a novel by John Lanchester – deals with a fifty-year-old accountant, Mr Phillips, who has just been sacked

2. **Utilisez un plan**

Servez-vous de la structure des questions de compréhension écrite pour le construire ; montrez le mouvement entre rêve et réalité.

reality and advertising – a vision of himself – back to reality

3. **Préparez un entretien sur la publicité**

• Relevez le champ lexical de la publicité contenu dans le texte (et son côté artificiel).

window displays – indicators – advertised – three-dimensional model – poster – a cinema sunset

• Anticipez les questions de l'examinateur en vous entraînant à répondre aux **Discussion topics**.

Exam

Session *

Kid Kustomers

Twenty-five years ago, only a handful of American companies directed their marketing at children – Disney, McDonald's, candy makers, toy makers, manufacturers of breakfast cereal. Today children are being targeted by phone companies, oil companies, and automobile companies, as well as clothing stores and restaurant chains. The explosion in children's advertising occurred during the 1980s. Many working parents, feeling guilty about spending less time with their kids, started spending more money on them. One marketing expert has called the 1980s "the decade of the child consumer." After largely ignoring children for years, Madison Avenue began to scrutinize and pursue them. Major ad agencies now have children's divisions, and a variety of marketing firms focus solely on kids. These groups tend to have sweet sounding names: Small Talk, Kid Connection, Kid2Kid, the Gepetto Group, Just Kids, Inc. At least three industry publications – *Youth Market Alert*, *Selling to Kids*, and *Marketing to Kids Report* – cover the latest ad campaigns and market research. The growth in children's advertising has been driven by efforts to increase not just current, but also future, consumption. Hoping that nostalgic childhood memories of a brand will lead to a lifetime of purchases, companies now plan "cradle-to-grave" advertising strategies. They have come to believe what Ray Kroc and Walt Disney realized long ago – a person's "brand loyalty" may begin as early as the age of two. Indeed, market research has found that children often recognize a brand logo before they can recognize their own name.

[...]

Not satisfied with marketing to children through playgrounds, toys, cartoons, movies, videos, charities, and amusement parks, through contests, sweepstakes, games, and clubs, via television, radio, magazines, and the Internet, fast food chains are now gaining access to the last advertising-free outposts of American life. In 1993 District 11 in Colorado Springs stated a nationwide trend, becoming the first public school district in the United States to place ads for Burger King in its hallways and on the side of its school buses. [...] In 1996, school administrators decided to seek negotiating help from a professional, hiring Dan DeRose, president of DD Marketing, Inc., of Pueblo, Colorado. DeRose assembled special advertising packages for corporate sponsors. For \$12,000, a company got five school-bus ads, hallway ads in all fifty-two of the district's schools, ads in their school newspapers, a stadium banner, ads over the stadium's public-address system during games, and free tickets to high school sporting events.

From *Fast Food Nation* (2002) by Eric SCHLOSSER

I. COMPREHENSION

1. Choose the correct answer.
 - a. The main topic of the text is:
 - children's passion for Walt Disney.
 - how American companies target child customers.
 - how American companies design toys.
 - children's love of fast food restaurants.
 - b. To sell items to children, companies:
 - use all sorts of advertising media.
 - have to respect strict regulations.
 - target the parents.
 - offer children sweets.
2. True or False? Choose the correct answer and justify all your answers with brief quotations, indicating the lines.
 - a. Nowadays, only toy companies are interested in child customers.
 - b. Some advertising companies are now devoted to kids only.
 - c. Companies target children to increase their sales in the long term.
 - d. Walt Disney was the only one to discover that loyalty can begin at a very early age.
 - e. Customers cannot become loyal to a brand before they can read.
 - f. An American school accepted to place ads in its corridors.
3. Pick out in the text...
 - a. A passage describing the various advertising media used by American companies.
 - b. A passage describing the places where ads can be found in some American schools.
4. Quote a full sentence explaining why a larger part of family budget is now dedicated to kids.
5. Quote a full sentence from the text showing that companies count on nostalgia to make people buy their products.

6. Choose the correct meaning.
 - a. 'children's divisions' (l. 11) are:
 - groups of specially trained children
 - groups of adults trained as children
 - marketing departments specialising in children
 - marketing agencies for children
 - b. 'sweet sounding names' (l. 12) means:
 - names which sound like sweets
 - sweet sounds in the names
 - names which are pronounced nicely
 - names which have a nice sound when pronounced
 - c. "cradle-to-grave" advertising strategies' (l. 18) are:
 - advertising strategies to secure the life-long loyalty of customers
 - ads for cradles and graves
 - strategies to make more serious ads
 - advertising strategies to target serious consumers
7. Find in the text the equivalents for the following words or expressions.
 - a. a small number of
 - b. shops
 - c. happen
 - d. fidelity
 - e. sport competitions

II. EXPRESSION

Les deux sujets doivent être traités.

1. Write a conversation between two students who discover ads for a burger chain in their school. (100 words)
2. Do you agree that children have power over their parents when it comes to shopping? Illustrate your point of view with examples. (100 words)

Tips for the exam

Strategies ► p. 166, 168, 171

Avant

Sujet d'argumentation : avant de rédiger, faites une liste de toutes les expressions utiles.

Pendant

Attention aux erreurs récurrentes comme les oublis de ' -s ' (3^e personne du présent), ou les oublis de majuscules des adjectifs de nationalité.

Après

N'oubliez pas de compter les mots et d'indiquer le total à la fin de chaque question où un nombre de mots est imposé.



- **1899** The Lever company begins selling 'Sunlight Flakes' in England.
- **1900** 'Sunlight Flakes' is changed to 'Lux'. The new name is shorter and easy to remember. In Latin it means 'light'. By association it suggests luxury. The early campaigns aimed to educate users and gave them directions for using the flakes.

Old ads and

ADS OF THE PAST

- **1841** First American advertising agency in Philadelphia
- **1860s** Advertising appears in national monthly magazines.
- **1861** Twenty advertising agencies in New York City.
- **1864** The J. Walter Thompson Company is founded. It still exists today.

- **1886** Coca-Cola is invented. The brandname is written in the script that is still used today.
- **1902** Unilever hires the J. Walter Thompson Company for advertising Lifebuoy Soap and Lux. Unilever still works with J. Walter Thompson.

THE ADVERTISING STANDARD AUTHORITY

In the UK, the ASA makes sure that ads are legal, decent, honest and truthful. The only cost to a complainant is the price of a stamp, or the time spent on their website.

1964 Checking begins with ads for slimming diets, hair treatments, knitting and sewing machines, vitamins, cigarettes, beauty treatments and alcoholic drinks.

2001 Over 12,000 people wrote to the ASA about advertisements they found misleading or offensive. As a result, 651 advertisements were changed or withdrawn.

The advertiser's memo

Here are questions advertisers should answer before starting a campaign.

- Who the targeted consumers are
- What they want or need to hear to be convinced to buy the product
- Where the advertisement needs to be placed and when.

WHAT MAKES AN AD BAD FOR PROTESTERS?

- 1. It can't be turned off!**
You can turn off the TV, or close a magazine, but you can't do anything about the billboards which are there night and day.
- 2. It enters your private life/home without permission.**
For example, on the phone or door to door.
- 3. You're a captive audience.**
You can't go away because you are in a theatre, a school, etc.
- 4. It costs you money.**
You pay, directly or indirectly, for faxed ads and junk e-mail.



spoof ads

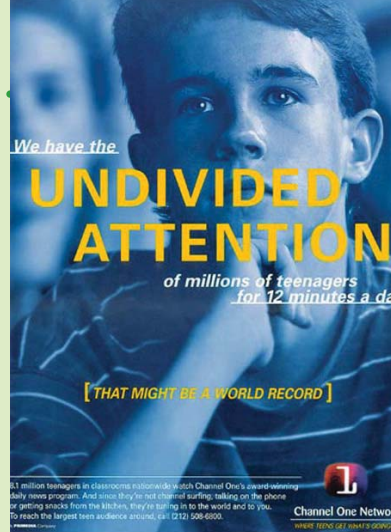
CHILDREN : ADVERTISER'S FAVOURITE PREYS

■ Children's spending power in the USA

- Elementary school children have \$15 billion of their own money.
- \$11 billion is spent on toys, clothes, candy, snacks.
- Children influence \$160 billion in parental purchases.

■ New strategies aimed at children proliferate in the USA

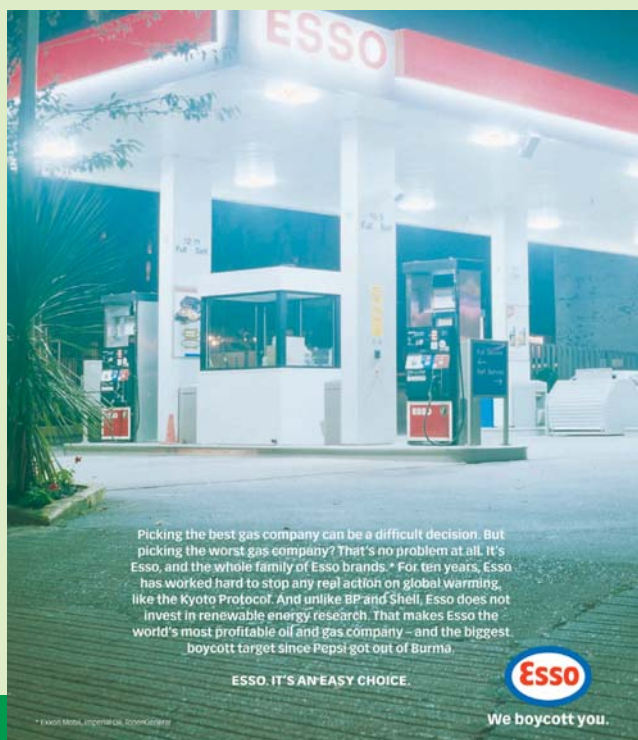
- A TV programme has been developed only to sell toys.
- Some phone services are exclusively aimed at children.
- Since the 1980s, children have had their own TV net-



Channel One gives schools 'free' TVs and audio visual equipment, so that its 12-minute daily program is broadcast daily in 12,000 US schools. The catch is that 8 million students also watch the commercials for Nike, Nintendo, Pepsi and Burger King.

works, radio networks, magazines, newspapers, banking, etc. They are directly marketed at with personal mailings.

- More and more school activities are sponsored by advertising.
- Students get coupons for products and free meals.



Adbusters

- **Who they are:** a network of artists, activists, writers, students, educators and entrepreneurs.
- **Their aim:** to forge a major change in the way we will live in the 21st century.
- **What they do:** spoof ads (or parodies of well-known ads), demonstrations, etc.
- **Headquarters:** Vancouver, British Columbia, Canada.
- **Their means:** *Adbusters Magazine* – Circulation: 85,000 – subscribers worldwide; a website <http://www.adbusters.org>

A QUIZ! True or False?

TEST YOUR ADVERTISING KNOWLEDGE

1. Five times as many people read the headline as read the body copy.
2. Colour ads generate up to 25% more inquiries than black-and-white ads.
3. You can double the impact of a direct mail insert with a personal note or letter.
4. The cost of selling to a new customer is three times higher than selling to an existing customer.
5. The Internet is the fastest growing advertising medium.
6. Any new product should have an estimated life of a minimum of ten years.
7. When emotion and intellect conflict, intellect wins.
8. Colours have the power to arouse impulses in people and motivate them to satisfy a need.
9. A one-page ad in a magazine attracts about 25% more readership than a two-page ad.
10. In a magazine, photographs are more effective than drawings.

1. T 2. F 3. T 4. F 5. T 6. F 7. F 8. F 9. F 10. T
wins. 8. T 9. F: It's the opposite. 10. T
estimated life of five years. 7. F: Emotion usually
five times higher. 5. T 6. F: New products have an

Answers