

A

Advertising

Each photo shows a different advertising medium.

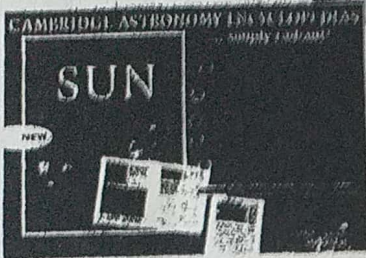


Classified advertisements

Open air hoardings (BrE)/Billboards (AmE)



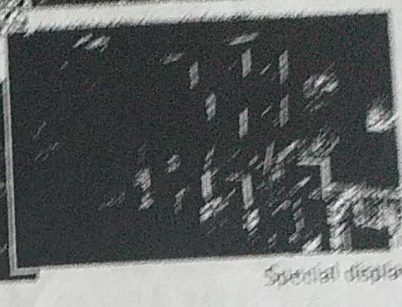
Neon signs



Display advertisements



TV commercial



Special display

The Internet is a new advertising medium.

Product endorsements are when famous people recommend a product.

A series of advertisements for a particular company or product is an *advertising campaign*.

A person or business that advertises is an *advertiser*. An organization that designs and manages advertising campaigns is an *advertising agency*.

Sponsorship is where companies sponsor (pay some of the costs of) events like concerts and sports events.

BrE: ad, advert, advertisement
AmE: ad, advertisement

B

The sales force

A company's salespeople (its salesmen and saleswomen) visit customers and persuade them to buy its products. Each member of this salesforce may be responsible for a particular region: his or her sales area or sales territory.

The head of the sales force is the sales manager.

C

Promotional activities

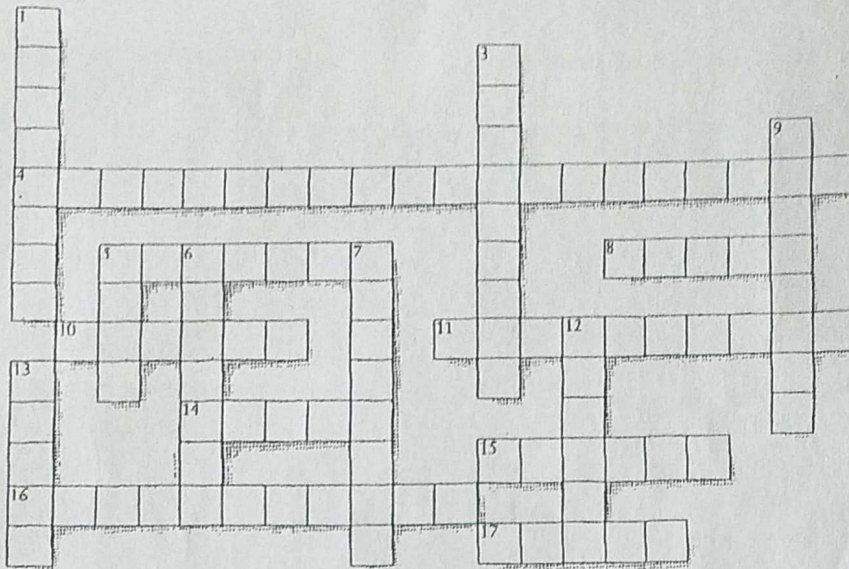
Promotion (uncountable) is all the activities supporting the sale of a product, including advertising. A promotion (countable) describes:

- a special offer such as a discount or reduced price. (See Unit 23)
- a free gift: given with the product.
- a free sample: a small amount of the product to try or taste.
- competitions with prizes.

Supermarkets and airlines give loyalty cards to customers: the more you spend, the more points you get, and you can exchange these points for free goods or flights.

Cross-promotion is where you buy one product, and you are recommended to buy another product that may go with it.

25.1 Complete the crossword using expressions from A, B and C opposite.



Across

- 4 Better than a classified one. (7,13)
- 5 Free (7)
- 8 All the salespeople: sales (5)
- 10 An advertising organizes ads. (6)
- 11 Offers, competitions, etc. (10)
- 14 Given away free as part of a promotion. (5)
- 15 You win these in competitions. (6)
- 16 People or organizations who advertise. (11)
- 17 Female members of the sales force: sales (5)

Down

- 1 BrE for 'billboard'. (8)
- 3 One salesperson's region for selling. (9)
- 5 Electric advertising: neon (4)
- 6 Head of the sales force: sales (7)
- 7 Male salespeople. (8)
- 9 A new advertising medium. (8)
- 12 Television is an example of a (6)
- 13 Another word for 3 down (plural). (5)

25.2 Match the sentence (1-3) to the correct words (a-c).

- 1 Many supermarkets run competitions and offers to encourage people to buy from them. *promotions*
- 2 For example, yesterday I bought two kilos of oranges for half the usual price. *special offer*
- 3 I also bought some coffee, which came with a free mug. *free gift*

Over to you

What advertisements and promotional activities does your company or school use?
 What advertising campaigns are famous in your country?

94