Student's name:

A new kind of campaign



Read the article and choose the best headline.

- a. Honda predicts record sales as advert breaks new ground
- b. Honda skydivers push limits of TV adverts
- c. Viewers tune out normal TV advertising; Honda responds

Type the headline	/
\$	
By Andrew Edgecliffe-Johnson	

In a new definition of a publicity stunt, Channel 4 and Honda have turned to a team of skydivers to tackle the problem of viewers tuning out of traditional television advertising.

On Thursday night, the broadcaster was due to devote an entire 3 minute 20 second break in the middle of Come Dine With Me, its dinner party programme, to a live skydiving jump in which 19 stuntmen spelt out the carmaker's brand name. Described as the first live advertisement in modern times, the 15 campaign is the latest attempt by advertisers and broadcasters to find alternatives to the 30-second spot.

The development of digital video recorders such as Sky+ and Tivo, which allow ads to be skipped, has forced advertising agencies and channels' sales teams to collaborate on more innovative attempts to keep the viewer's attention.

25 'We wanted to create something unmissable,' said Andy Barnes, the broadcaster's Sales Director. 'This concept breaks the boundaries of TV advertising,' he added, 30 highlighting a Channel 4 campaign called 'innovating the break'.

The campaign follows initiatives such as LG's 'Scarlet' campaign, in which the television manufacturer ran advertisements appearing to trail a glamorous new television show, which turned out to be a promotion for the design features of its 'hot new series' of screens.

- Thursday night's live advertisement, while designed to demonstrate the power of television advertising, was backed up by a complex multimedia and public-relations campaign.
- 45 The campaign's developers including Channel 4's in-house creative team, Wieden + Kennedy, Starcom, Collective and Hicklin Slade & Partners spent more 50 than a month pushing the Honda slogan of 'difficult is worth doing' before Thursday night's slot.

A poster campaign, a series of television 'teaser' advertisements and 55 a website have been backed up by digital advertising and press coverage. All are building up to a traditional 30-second advertising campaign, starting on June 1, said Ian Armstrong, 60 Marketing Manager of Honda UK.

'The 30-second ad is alive and well,' Mr Barnes said, pointing to data released this week which showed that commercial television had 65 enjoyed its best April in five years.

For Honda, however, the elements surrounding the core 30-second campaign are designed to generate the intangible buzz of word-of-mouth

70 advertising, Mr Barnes added.

Thursday night's skydive would almost certainly go on YouTube, Mr Armstrong predicted. 'Commercially, that's a fantastic result, as it means our marketing investment becomes more efficient because consumers are doing our marketing for us.'



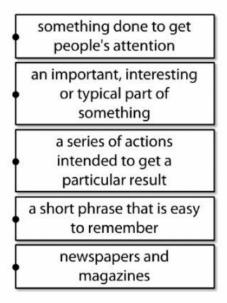
2	Honda needed a new p turning out of tradition		•	the problem of viewers
	turning out of tradition	TRUE	FALSI	2
,	2. Why was the Honda ac	lvert unique?		
	Because it was a			
	3. Why are Sky+ and Tive		ertisers? Because	
	They develop a di	gital video recorde	r	
	They enable view	vers to skip advert	3	
4	name.	inety stuntmen did	a live skydiving ju	mp and spelt out Honda's
Ę	5. What happened in LG'			_
	LG made announ	cements promoting	g its new screens.	
	LG ran a	dverts in a televis	ion show	
6	6. The Honda campaign's advert went out?	s developers pushed	the slogan on diffe	erent media after the live
		TRUE	FALSE	
5	7. What different types o	f advertising did Ho	nda use?	
3	Find all the word pairs in	n the text using the	words advertisem	ent or advertising.
	✓			
	✓			
	✓			
	1			

18 Read the article again and answer the questions.



Match the words in bold in the word pairs (1-5) to their meaning (a-e).

1	publicity stunt	\neg
2	design features	
3	Honda slogan	\equiv
4	poster campaign	
5	press coverage	$\overline{}$



Complete the text with some of the word pairs from exercises C and D.

PUBLICITY STUNT TIPS

Nothing will get you	r product noticed faster than a well-thoug	ght-out and well-performed
	First, you need to plan an	You could start
with some	on radio or TV and design s	some large adverts for a
	You need to highlight all the key	Alert the
local media and get a	good Tip off the lo	cal radio or TV station that
something is going to	o happen. When it comes to the actual pul	olicity stunt, ensure that all
	or logos are visible. And if you have th	ne money, why not try a
	on TV? Finally, try to get some free	and
hopefully end up on	YouTube.	



Skievy Schleing wolks

WPP is a world leader in marketing communications. MindShare is part of the	group and

Marco Rimini is its Head of Communications Planning. Listen to the first part of the interview and complete the gaps with a maximum of three words.

1			
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1			

I always go back to the beginning and $_$, what is the	e person who's paying
for the campaign	? What is that person's	, what
is it that that person	as a result of	on this
advertising campaign?		

Listen again. What reasons are there for advertising, apart from selling a product?

- \triangleright
- > To change the image of a company
- > To change the services
- > To change people's views of an issue
- > To drink more alcohol
- > To drink less alcohol
- > To do up their seat belts
- > To change the way in which they use energy
- To advertise campaign
- Listen to the second part. Unscramble the four stages of a typical advertising campaign?
 - ×
 - Execution phase
 - > Take the brief and articulate it for the people and have ideas about the campaign.
 - Identify the brief from the client and agree the brief with the client.
 - Present ideas to the client for discussions and agreement.
- Listen to the final part and answer the questions.



1.	What are viral ca	impaigns? They a	re pieces of film or content, which	on are picked up by
	individuals who	see it, may be on Y	ouTube, and passed on to their	friends with
	comments.	TRUE	FALSE	
2.	Regarding the Ro	onaldinho viral, w	hat did people argue about?	
	Whether it was _	or		

