WORKSHEET 2: ADVERTISING

(Adapted from the Market leader book)

FT

Volkswagen's Black Beetle ad

by Bernard Simon

In spring 2011, Volkswagen asked the US advertising agency Deutsch, LA to create a TV commercial to launch its latest car, the 2012 Beetle.

The 2012 Beetle is bigger, more powerful and more masculine in design than the earlier model, the New Beetle, launched in 1987. Head of Design Klaus Bischoff said, "We wanted to give the car a stronger and more masculine look." The idea was to attract more male drivers. More women than men bought the New Beetle. (Sales to women were 61 per cent in 2010.) Luca De Meo, Marketing Director, wants to see a 50–50 split between men and women for the new car.

The 30-second advert shows a beetle racing through a forest. The beetle has a racing stripe on its back and is much bigger than the other insects. It races past the other insects and cuts corners, just like a high-performance car. At the end of the advertisement, the beetle changes into the outline of the car, in the shadows. The music for the advertisement is the rock song *Black Betty*. Using an image of a beetle for the car is not the most original advertising idea, but the advert is fun to watch.

VW first showed the advert during the commercial breaks of the American football Super Bowl in April 2011. There is usually a lot of interest in the ads during these breaks, and companies can pay $3 million for a 30-second commercial. Later that month, VW showed the new car to the public at launch events in three cities: first in Shanghai, then in Berlin and New York.

1. **Choose the adjectives which best describe the new VW Beetle.**

   Big Fast feminine fun powerful masculine strong

2. **Choose the best option to complete the sentences:**
   a) An American/German agency created the commercial.
   b) The 2012 Beetle has a more masculine/feminine design than the older New Beetle.
   c) The target customer for the 2012 Beetle is male/ male and female drivers.
   d) The ad shows/doesn't show the new car in detail.
   e) VW first showed the commercial on US/German TV.
   f) VW first showed the car to the public at an event in Shanghai/ New York.

3. **Match the words from the article to make word partnerships.**

1. Advertising	a) event
2. Commercial	b) agency
3. Launch	c) male/female drivers
4. Create	d) break
5. Attract	e) the 2012 Beetle

4. **Look for a synonym of:**

   Larger-
   Previous-
   Draw/Appeal to-
   Purchased-
   Commercial-
   Picture-
   Enterprises/firms-

LIVEWORKSHEETS