

UNIT 10

Marketing and Advertising

(a) Identify the verb-noun collocations by matching the verbs in **Column A** to the phrase-endings in **Column B**.

Column A	Answer	Column B
(a) drum		(i) a marketing campaign
(b) plug		(ii) up interest
(c) launch		(iii) brand awareness
(d) target		(iv) a niche
(e) catch		(v) a product
(f) corner		(vi) the viewer's attention
(g) create		(vii) a press release
(h) issue		(viii) the market
(i) reinvent		(ix) market research
(j) carry out		(x) your brand
(k) generate		(xi) goodwill

(b) Match each word/phrase in **Column A** to the correct definition in **Column B**.

Column A	Answer	Column B
(a) cold calling		(i) the point in time in the day after which adult-content programmes can be aired
(b) mass marketing		(ii) the period of the day when the most viewers/listeners are tuning in
(c) subliminal messages		(iii) public exposure of your brand or company that is harmful
(d) negative publicity		(iv) ringing someone on the telephone without invitation to
(e) generic advertising		(v) targeting the whole market in your advertising campaign
(f) prime time		(vi) information delivered to your subconscious
(g) brand recognition		(vii) promoting not a single brand but a category or class of product
(h) the classifieds		(viii) the specific pages of a newspaper or magazine arranged in categories that feature advertisements and jobs
(i) the watershed		(ix) how well your brand is known in the target market and beyond
(j) billboard / hoarding		(x) a short catchy tune or song used in a commercial
(k) jingle		(xi) a well-known phrase associated with an ad / person
(l) logo		(xii) a selection of people brought together whose responses to certain things are studied in the hope that this will give an insight into general market feeling
(m) slogan / catchphrase		(xiii) a symbol or design that identifies a product
(n) focus group		(xiv) a large outdoor advertising sign

(c) Use a selection of the words/phrases in **Column A** above to complete sentences 1 - 12 below. You will not need to use all the words/phrases in **Column A**, and you should not use any word/phrase more than once.

- I found a job that might be of interest to you in _____ under 'Teaching Posts'.
- They allow graphic imagery like that to be shown after _____.
- The _____ has become a product in its own right; so catchy is it that it has entered the Billboard Top 100.
- MacDonald's scores very highly in the _____ stakes; it is one of the best-known in existence.
- _____ advertising slots are always more expensive on account of the number of people tuning in.
- I think companies that engage in _____ are doing themselves more harm than good; after all, who wants to have to answer the phone to unsolicited callers?
- The _____ gave us surprising feedback which may prompt us to rethink our market-entry strategy and product positioning.
- The Irish Tourism Board has begun a €20-million _____ campaign on behalf of the hospitality industry.
- The unpopular artist craved attention, but not the type of _____ she got when it was revealed that she was a tax dodger.
- Their _____ has undergone a redesign to make it more distinctive and memorable to behold.
- It is claimed that the new army ad campaign is sending _____ to young people encouraging them to join up.
- The _____ became so well-known that even now, ten years on, it is more strongly associated with the brand than anything they've used since. As a result, they are considering using it again as the caption for some of their printed adverts.