

Listening

You will hear Neil Ivey, a director of MediaCom, talking about the effectiveness of advertising.

1 Before you listen, read the notes on the right and decide what type of information you need for each gap.

2 Listen and complete the notes with up to three words.



Company background

MediaCom was founded in 1986 and operates in over 80 countries. It provides media solutions for some of the world's largest advertisers and has sales of over \$13 billion.

MEDIACOM

People First ▶ Better Results

- TV generally 1 way to reach audience (despite expense).
- But according to some, consumers decide to buy at 2
- Decision about which medium determined by:
 - extent of 3
 - when advertising will take place
 - the 4 of the target audience
- Monthly magazines more suitable for advertising a 5 or a perfume.
- For a washing-up liquid, TV more suitable.
- To achieve maximum audience, television adverts broadcast 6

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