

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

People First → Better Results

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.

- 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