

What will
they think
of next?



We see about 500 advertisements every day. That's incredible, isn't it? We don't notice all of them, of course, but sometimes a clever or funny ad catches our attention. That is what advertising companies want. They want us to remember their ads and they always try to think of original and surprising ideas.

A new form of advertising is to put an ad in an unusual place. An American TV channel, for example, puts ads for its show on eggs! A lot of Americans eat eggs for breakfast and the company said that this would promote their TV shows at breakfast time! A computer company has a crazier idea. It pays people to have temporary tattoo ads on their heads!

Some ads use clever optical illusions. An example of this is an ad for orange juice. The ad is painted onto a truck and it gives the impression that the truck is full of oranges. The company's message is that they use a lot of oranges to make their juice.

A colorful ad for the Rubik's Cube puzzle uses a similar type of optical illusion. The ad, which is also painted on a truck, creates the impression that the truck is transporting four gigantic Rubik's Cubes! It's a simple but effective idea and a company representative said that the ad had been very successful.

Sometimes ads are controversial. For example, a restaurant in New York pays people to talk to strangers at bus stops and in stores. They pretend to be friendly, but during the conversation they recommend the restaurant! Is this method of advertising dishonest? A lot of people think it is, but others think it's a brilliant idea. What do you think?



Reading

1 Before you read Make a list of the places where you can see ads.

2 Read the article. Answer the questions.

- 1 How many ads do people see every day?
- 2 Why do advertising companies always try to think of original and surprising ideas?
- 3 Why did an American TV company decide to put ads for its shows on eggs?
- 4 What crazy idea did the computer company have?
- 5 Why are the ads for orange juice and the Rubik's Cube very clever?
- 6 What did the Rubik's Cube representative say about their ads?
- 7 What controversial idea did the New York restaurant have?
- 8 What do you think of the advertising method used by the restaurant in New York?

Listening

3 Listen to three radio advertisements. Number the ads 1–3 in the order in which you hear them.

- a _____ a concert b _____ an exhibition c _____ a store

4 Listen again and complete the chart with the missing information.

	What	Where	When
1	A new ¹ _____	On ² _____ Avenue	Opens on ³ _____
2	A free ⁴ _____	In Central ⁵ _____, New York	Saturday July ⁶ _____ from 8 p.m.
3	An ⁷ _____	At the American Museum of Natural ⁸ _____	From ⁹ _____ September ¹⁰ _____

Speaking

5 **Pairwork** Ask and answer questions about your favorite TV ad or a TV ad you hate. Make notes of your partner's answers. Then make a short presentation to the class about the ad your partner chose.

- What's the ad for?
- What do you like / hate about the ad?
- What happens in the ad? Is there a story?
- What music does the ad use?
- What colors are used in the ad? What effect does this have?
- Is there a slogan? What is it?
- Do you buy the product?

Writing

6 Write a paragraph reporting what your partner said about the ad he / she chose.

