

Student's name: _____

READING

A new kind of campaign

A Read the article and choose the best headline.

- a. Honda predicts record sales as advert breaks new ground
- b. Honda skydivers push limits of TV adverts
- c. Viewers tune out normal TV advertising; Honda responds

Type the headline

By Andrew Edgecliffe-Johnson



In a new definition of a publicity stunt, Channel 4 and Honda have turned to a team of skydivers to tackle the problem of viewers tuning out of traditional television advertising.

On Thursday night, the broadcaster was due to devote an entire 3 minute 20 second break in the middle of Come Dine With Me, its dinner party programme, to a live skydiving jump in which 19 stuntmen spelt out the carmaker's brand name. Described as the first live advertisement in modern times, the campaign is the latest attempt by advertisers and broadcasters to find alternatives to the 30-second spot.

The development of digital video recorders such as Sky+ and Tivo, which allow ads to be skipped, has forced advertising agencies and channels' sales teams to collaborate on more innovative attempts to keep the viewer's attention.

'We wanted to create something unmissable,' said Andy Barnes, the

broadcaster's Sales Director. 'This concept breaks the boundaries of TV advertising,' he added, highlighting a Channel 4 campaign called 'innovating the break'.

The campaign follows initiatives such as LG's 'Scarlet' campaign, in which the television manufacturer ran advertisements appearing to trail a glamorous new television show, which turned out to be a promotion for the design features of its 'hot new series' of screens.

Thursday night's live advertisement, while designed to demonstrate the power of television advertising, was backed up by a complex multimedia and public-relations campaign.

The campaign's developers – including Channel 4's in-house creative team, Wieden + Kennedy, Starcom, Collective and Hicklin Slade & Partners – spent more than a month pushing the Honda slogan of 'difficult is worth doing' before Thursday night's slot.

A poster campaign, a series of television 'teaser' advertisements and a website have been backed up by digital advertising and press coverage. All are building up to a traditional 30-second advertising campaign, starting on June 1, said Ian Armstrong, Marketing Manager of Honda UK.

'The 30-second ad is alive and well,' Mr Barnes said, pointing to data released this week which showed that commercial television had enjoyed its best April in five years.

For Honda, however, the elements surrounding the core 30-second campaign are designed to generate the intangible buzz of word-of-mouth advertising, Mr Barnes added.

Thursday night's skydive would almost certainly go on YouTube, Mr Armstrong predicted. 'Commercially, that's a fantastic result, as it means our marketing investment becomes more efficient because consumers are doing our marketing for us.'

B Read the article again and answer the questions.

1. Honda needed a new publicity stunt with skydivers to tackle the problem of viewers turning out of traditional television advertisement.

TRUE

FALSE

2. Why was the Honda advert unique?

Because it was a _____.

3. Why are Sky+ and Tivo a problem for advertisers? Because...

They develop a digital video recorder

They enable viewers to skip adverts

4. In the Honda advert ninety stuntmen did a live skydiving jump and spelt out Honda's name.

TRUE

FALSE

5. What happened in LG's 'Scarlet' campaign?

LG made announcements promoting its new screens.

LG ran adverts in a television show

6. The Honda campaign's developers pushed the slogan on different media after the live advert went out?

TRUE

FALSE

7. What different types of advertising did Honda use?

C Find all the word pairs in the text using the words **advertisement** or **advertising**.

✓ _____
✓ _____
✓ _____
✓ _____

D Match the words in bold in the word pairs (1-5) to their meaning (a-e).

1 publicity stunt	something done to get people's attention
2 design features	an important, interesting or typical part of something
3 Honda slogan	a series of actions intended to get a particular result
4 poster campaign	a short phrase that is easy to remember
5 press coverage	newspapers and magazines

E Complete the text with some of the word pairs from exercises C and D.

PUBLICITY STUNT TIPS

Nothing will get your product noticed faster than a well-thought-out and well-performed _____. First, you need to plan an _____. You could start with some _____ on radio or TV and design some large adverts for a _____. You need to highlight all the key _____. Alert the local media and get good _____. Tip off the local radio or TV station that something is going to happen. When it comes to the actual publicity stunt, ensure that all _____ or logos are visible. And if you have the money, why not try a _____ on TV? Finally, try to get some free _____ and hopefully end up on YouTube.

LISTENING

How advertising works

A WPP is a world leader in marketing communications. MindShare is part of the group and Marco Rimini is its Head of Communications Planning. Listen to the first part of the interview and complete the gaps with a maximum of three words.



I always go back to the beginning and _____, what is the person who's paying for the campaign _____? What is that person's _____, what is it that that person _____ as a result of _____ on this advertising campaign?

B Listen again. What reasons are there for advertising, apart from selling a product?



- To change the image of a company
- To change the services
- To change people's views of an issue
- To drink more alcohol
- To drink less alcohol
- To do up their seat belts
- To change the way in which they use energy
- To advertise campaign

C Listen to the second part. Unscramble the four stages of a typical advertising campaign?



- Execution phase
- Take the brief and articulate it for the people and have ideas about the campaign.
- Identify the brief from the client and agree the brief with the client.
- Present ideas to the client for discussions and agreement.

D Listen to the final part and answer the questions.



1. What are viral campaigns? They are pieces of film or content, which are picked up by individuals who see it, may be on YouTube, and passed on to their friends with comments.

TRUE

FALSE

2. Regarding the Ronaldinho viral, what did people argue about?
Whether it was _____ or _____