

### 1 THE INTERVIEW Part 1



- a Read the biographical information about George Tannenbaum. Have you seen any ads for the companies he has worked with?

**George Tannenbaum** was born in 1957 in Yonkers, New York and was educated at Columbia University in New York. He has worked on advertising campaigns for many well-known companies such as IBM, Mercedes-Benz, Gillette, Citibank, and FedEx.

- b  5.21) Watch or listen to **Part 1** of an interview with him and answer the questions.

- 1 Which other members of his family have worked in advertising?
- 2 When did George start working in advertising?
- 3 What wasn't he allowed to do when the family was watching TV?
- 4 Why does he think jingles are so memorable?
- 5 What kind of ads were the H.O. Farina TV commercial?
- 6 What happens in the story of Wilhelmina and Willie?



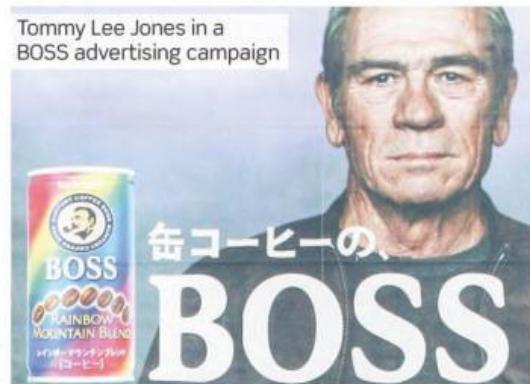
#### Glossary

**jingle** a short song or tune that is easy to remember and is used in advertising on radio or television.

**H.O. Farina** a company that has been making cereals since the 1940s. They ran an advertising campaign in the 50s based on a cartoon character named Wilhelmina.

### 2 Part 2

Tommy Lee Jones in a BOSS advertising campaign



- 5.22) Watch or listen to **Part 2**. Complete the notes with one or two words.

- 1 George says that a commercial is made up of three elements

1 \_\_\_\_\_

2 \_\_\_\_\_

3 \_\_\_\_\_

- 2 The acronym AIDA stands for

A \_\_\_\_\_

I \_\_\_\_\_

D \_\_\_\_\_

A \_\_\_\_\_

- 3 According to George, using a celebrity in advertising is a way of \_\_\_\_\_, but he isn't a \_\_\_\_\_ of it.

- 4 George thinks that humor in advertising is \_\_\_\_\_.

#### Glossary

**a depilatory** /ə dɪ'pilətɔri/ a product used for removing unwanted hair

**Tommy Lee Jones** a US actor born in 1946, winner of an Oscar in the 1993 movie *The Fugitive*

**Mad Men** a well-known US TV series about advertising executives in the 1960s who worked in offices on Madison Avenue in New York

**Part 3**

- 5.23**) Watch or listen to Part 3 and circle the correct phrase.

- 1 He thinks that billboard and TV advertising will *remain important* / *slowly decline*.
- 2 He tends to notice *both good and bad ads* / *only well-made ads*.
- 3 He thinks Nike ads are very successful *because of their logo and slogan* / *because they make people feel good about themselves*.
- 4 He thinks Apple's approach to advertising was very *innovative* / *repetitive*.
- 5 Their advertising message was *honest and clear* / *modern and informative*.

**Glossary**

**billboard** /'bɪlbɔːd/ a large board on the outside of a building or on the side of the road, used for putting advertisements on

**2 LOOKING AT LANGUAGE****Metaphors and idiomatic expressions.**

George Tannenbaum uses a lot of metaphors and idiomatic expressions to make his language more colorful, e.g., *took the baton* = continue the family tradition, (from relay races in track and field).

- a** **5.24**) Listen to some extracts from the interview and complete the missing words.

- 1 "You know they, what do they call them, \_\_\_\_\_ worms?"
- 2 "They **get into your** \_\_\_\_\_ and you can't get them out sometimes..."
- 3 "And I bet you I'm getting this \_\_\_\_\_ for word if you could find it."
- 4 "...we do live in a celebrity culture and people, you know, **their ears** \_\_\_\_\_ up when they see a celebrity."
- 5 "Have billboards and TV commercials **had their** \_\_\_\_\_?"
- 6 "...because you've got a **captive** \_\_\_\_\_."
- 7 "they became kind of the gold standard and they rarely **hit a** \_\_\_\_\_ note."

- b** Look at the expressions with a partner. What do you think they mean?

**ON THE STREET**

- a** **5.25**) Watch or listen to five people talking about advertising. How many of them say they are influenced by advertising campaigns?



- b** Watch or listen again. Who (J, D, El, I, or Y)...?

- is against ads that can make smoking seem attractive to young people
- prefers to do their own research before they buy a product
- say that they are concerned about young people's health
- is not sure we should ban the advertising of unhealthy products
- thinks that women are sometimes exploited in advertising

- c** **5.26**) Watch or listen and complete the highlighted Colloquial English phrases. What do you think they mean?

- 1 "...when they see it they're very \_\_\_\_\_ to the adverts and then they want it immediately and it's a problem."
- 2 "I am sure I am, probably not consciously, but I'm **sure** \_\_\_\_\_."
- 3 "The only thing that \_\_\_\_\_ to \_\_\_\_\_ that should be banned from advertisement, is..."
- 4 "That's \_\_\_\_\_ the only thing that I can think of."
- 5 "...so I think that anything that **causes health** \_\_\_\_\_ or bad influences or addiction should be banned from being on commercials."

**4 SPEAKING**

Answer the questions with a partner.

- 1 Do you think you're influenced by advertising campaigns?
- 2 Is there any product that you think shouldn't be advertised?
- 3 Are there any brands that you think make very good or very bad ads?
- 4 Are there any jingles or slogans that you remember from your childhood? Why do you think they were so memorable? Are there any others that have gotten into your head since then?
- 5 Are there many billboards in your country? Do you think they make the streets uglier or more attractive?
- 6 How important do you think humor and celebrities are in advertising?