

▶ THE INTERVIEW Part 1

Read the biographical information about George Tannenbaum. Have you seen any adverts 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.



Today, he is Executive Creative Director and Copy Chief at Ogilvy and Mather Advertising in New York.

Watch 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 were watching TV?
- 4 Why does he think jingles are so memorable?
- 5 What kind of adverts were the H.O. Farina TV commercials?
- 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 which has been making cereals since the 1940s. They ran an advertising campaign in the 50s based on a cartoon character called Wilhelmina.

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 got into your head since then?

▶ Part 2



Tommy Lee Jones in a BOSS advertising campaign

- a Watch Part 2. Complete the notes with one or two words.
- George says that a commercial is made up of three elements:
 - 1 _____
 - 2 _____
 - 3 _____
 - The acronym AIDA stands for:
 - A _____
 - I _____
 - D _____
 - A _____
 - According to George, using a celebrity in advertising is a way of _____, but he isn't a _____ of it.
 - George thinks that humour in advertising is _____.

Glossary

a depilatory /ə dɪˈpɪlətri/ a product used for removing unwanted hair

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

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

How important do you think celebrities are in advertising? 

Part 3

a Watch 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 *only bad adverts* / *only well-made adverts*.
- 3 He thinks Nike adverts 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 at the side of the road, used for putting advertisements on

- b Are there many billboards in your town or city? Do you think they make the streets uglier or more attractive?

2 LOOKING AT LANGUAGE



Metaphors and idiomatic expressions

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

- a Watch 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 **bold** expressions in a with a partner. What do you think they mean?

3 THE CONVERSATION



- a Watch the conversation. What do they all conclude by the end?

- b** Watch again. Mark the sentences **T** (true) or **F** (false).
- 1 Syinat thinks we recognize certain brands because we are surrounded by advertising.
 - 2 Joanne says her children don't see advertising at home because they don't have a TV.
 - 3 Simon sometimes buys things without realizing that he's been influenced by advertising.
 - 4 Joanne says her children don't understand the power of advertising.
 - 5 Simon thinks it's a good idea to restrict advertising to children, like in Sweden.
 - 6 Syinat thinks advertising doesn't really affect children.
- c** Do you agree with the participants that everybody is influenced by advertising?

- d Watch the extracts and complete the **highlighted** phrases. In which extracts does the speaker a) give themselves time to think, b) make something clearer?
- 1 ...and you're being influenced, so, **for example we,**
_____ **certain brands**
just because they're everywhere around us.
 - 2 You know, **we barely, we** _____
_____ **watch TV and we have a TV, we just**
don't watch very much...
 - 3 ...but you see pictures in magazines and **they're**
starting to be – my eleven-year-old, is _____
_____ **a little bit more cynical**
about what he sees...
 - 4 Yeah, especially for children, **I mean I, I,** _____
_____, _____ **younger**
siblings and it's kind of like 'Ooh, all of my friends
have this toy, so I must have it as well'
 - 5 **So, I think, um,** _____ **definitely**
I think that the answer to the question is yes...

Follow-up questions

- e Now have a conversation in groups of three.
 - 1 Are there any products you think shouldn't be advertised, or shouldn't be advertised to young children?
 - 2 Do you think adverts reinforce stereotypes?