



Read

THE ADVERTISING GAME

Companies use different techniques in their adverts to attract people to their products. Here are some of the most common strategies.

Celebrities

We all know these adverts - you see a popular singer, sports person or model using a product, and it makes you want to buy it, so that you can be just like your favourite celebrity.

Visual stimulation

Companies advertise their products in a creative way. They use strong colours to catch your eye, because they attract us to the product and they look good.

Emotional attraction

A lot of adverts promote their products by using music, images and stories that touch your emotions - love, friendship, nostalgia, etc. This is a very powerful way to attract you to their product.

Humour

This is a very common and successful way to advertise a product. People enjoy laughing, and they like to watch adverts again and again if they are funny. Soon, you associate this pleasant feeling with a product.

Special offers

Companies often make you believe that you are getting something for free if you buy their products. Be careful - this is usually not true!



Glossary

- celebrities: *famosos/as*
- strategies: *estrategias*
- catch your eye: *llamar la atención*
- promote: *promocionar*

Answer the questions.

1. What is the main reason companies use celebrities in their advertisements?

- A. To make the product seem more exclusive
- B. To convince people to buy the product
- C. To portray the product as being of high quality
- D. To make the advertisement more entertaining

2. How do companies use visual stimulation to attract customers?

- A. They use dull colors to make the product stand out
- B. They use simple designs to keep the focus on the product
- C. They use bright, attention-grabbing colors in the advertisement
- D. They use complex patterns to make the product seem more sophisticated

3. What is the main goal of using emotional appeals in advertisements?

- A. To make the product seem more practical
- B. To create a positive association with the product
- C. To provide detailed information about the product's features
- D. To make the advertisement more memorable

4. Why do companies use humor in their advertisements?

- A. To make the advertisement more educational
- B. To distract from the product's flaws
- C. To encourage repeat viewings of the advertisement
- D. To make the product seem more affordable

5. What is the main purpose of "special offers" in advertisements?

- A. To provide genuine discounts on the product
- B. To create a sense of urgency for the customer
- C. To highlight the product's unique features
- D. To make the customer feel like they are getting a bargain

6. Which advertising technique is most likely to appeal to a customer's sense of status or exclusivity?

- A. Using celebrities
- B. Emphasizing visual stimulation
- C. Evoking emotional responses
- D. Incorporating humor

7. Which advertising technique is most effective at conveying practical information about a product?

- A. Celebrities
- B. Visual stimulation
- C. Emotional appeals
- D. Special offers