

Vox pops

- 1 Work with a partner. Match the adjectives in the box to the sentences and talk about an ad which matches each description.

amusing dull moving persuasive

- 1 I felt tears in my eyes when I first watched the ad.
 - 2 It's just really boring.
 - 3 I went out and bought the product almost immediately.
 - 4 I certainly smiled when I first saw it.
- 2 Watch the video. Do sections 1 and 2.
- What advertisement has made a big impact on you?*
- 1 Choose the correct options to complete the sentences.
 - 1 Lauren thinks the Taco Bell advertisement was ...
a terrible. b incredible.
 - 2 John describes a persuasive advertisement which convinced him to ... a children's charity.
a make a donation to b find out more about
 - 3 Sarah thinks the bread advertisement created a romantic image of British life ...
a nowadays. b many years ago.
 - 4 Andy liked the car advertisement because it showed ...
a the car's special features. b how it was built.
 - 5 Stephanie enjoyed the coffee adverts because they ...
a were amusing. b were very beautiful.



Do you remember any ads, but not what they're for?

- 2 What do the speakers say about different kinds of ad? Match each person to a statement.
 - 1 These adverts are all so similar.
 - 2 It's difficult to understand this type of advert.
 - 3 After an advertisement has finished, it's not always easy to remember what it was for.
 - 4 These days it's easy to remember what advertisements are for because they are repeated so often.
 - 5 It's easier to remember the celebrities than what the advertisements are for.

- 3 Work with a partner. Read the situation. Then plan and present your idea to the class.

You work for a TV and online ad agency. You need to design a two-minute advertisement for one of these products:

- a coffee
- a supermarket
- a car
- a film on a television