

Name: _____ Group: _____
Teacher: _____ Date: ____/____/____**READING SECTION****1 Skim the article. What is it about?**

- A** Traditional methods of advertising.
- B** The cost of advertising for companies.
- C** The dangers of advertising.
- D** Unusual kinds of advertising.
- E** Ways to improve advertising.

- 1 **A** We are now used to seeing advertising everywhere – in newspapers and magazines, on TV, on billboards in the street, and it seems that a standard advertisement is no longer sufficient to grab our attention. Companies are increasingly aware that if they want their brand to stand out, they need to do something a little novel. More and more companies are turning to alternative forms of advertising,
- 5 such as guerrilla advertising, which involves organizing publicity stunts in public places to attract attention or create a positive brand image.
- B** A good example of guerilla advertising comes from the makers of Lynx shower gel, who organized a giant shower stunt. It took place in Bournemouth, England, and involved a huge 5.8-meter-high shower which they placed on the beach. They then invited local people to come and take a shower
- 10 together. As well as breaking a world record for the most people ever to shower together (152), they attracted a lot of attention for the brand. A video of the event got 94,000 views online. Another great example of a stunt was Coca-Cola's "Sing for me" vending machine, which was installed in a university in Stockholm in Sweden a few weeks before Christmas. The machine had two microphones on the front, and was programmed to dispense a free drink once the customer had sung a short festive
- 15 song. The machine proved a huge hit with customers, and the corporation will now no doubt capitalize on the good feeling it created to increase its sales in the country.
- C** It isn't only big multinational corporations that are turning to such methods to get their message across. The company that produces Motz newspapers, which are sold on the streets by homeless people in Germany, employed top fashion designers to make coats from their newspapers. The designer
- 20 garments were given to homeless people to wear as they sold the newspapers, drawing attention to their plight. A spokesman for Motz said that the stunt had proved a great success in raising awareness.
- D** Another technique that is increasingly being used by companies is to create a short video and upload it to the internet. This so-called viral advertising can be much cheaper than traditional TV advertising. When the video game *Angry Birds Space* was launched, the company produced a short, amusing video
- 25 to promote it. To show such an ad on TV would have cost millions of dollars, but it was free to launch the advertisement online. A company spokesman confirmed that the plan had paid off, as the video got 500,000 views per day.
- E** But one of the most novel examples of guerilla advertising methods was by the drinks company Red Bull. In 2012, they sponsored the Red Bull Stratos jump by Felix Baumgartner. Baumgartner broke the
- 30 world record for a freefall jump by leaping from a capsule 37 kilometers up in the air over New Mexico. It was a huge personal achievement for Baumgartner, and an even bigger success for Red Bull, as the event attracted a huge amount of media hype and over 7 million people worldwide watched the live event – now that's what you call successful advertising!

Glossary

dispense (v)	give out something to people
garment (n)	a piece of clothing
leap (v)	jump high or a long way
novel (adj)	different from anything known before; new
promote (v)	help sell a product, service, etc. or make it more popular by advertising it or offering it at a special price
turn to (phr v)	go to someone or something for help and advice

2 Read the article again. Match headings 1–6 with paragraphs A–E. There is one extra heading.

- | | |
|--------------------------------------|---|
| 1 Great stunts | — |
| 2 Using the internet | — |
| 3 Tackling a social problem | — |
| 4 Not always successful | — |
| 5 The need to do something different | — |
| 6 An amazing success story | — |

3 Find pronouns 1–4 in the article. Who or what do they refer to?

- | | |
|---------------------|-----------------------|
| 1 they (line 3) | |
| A companies | B brands |
| 2 it (line 15) | |
| A Christmas | B the vending machine |
| 3 they (line 20) | |
| A designer garments | B homeless people |
| 4 it (line 25) | |
| A the video game | B the amusing video |

4 The best definition for “positive brand image” (line 6) is ...

- A a successful advertising campaign.
- B a good impression that a product gives to the public.
- C a large amount of money that a company earns from a brand.
- D a product which is sold in very large amounts.
- E a new name for a product.

5 Read the article again. Choose the correct answers.

- 1 Guerilla advertising ...
 - A doesn't usually get much attention.
 - B is not always successful.
 - C is becoming more popular.
 - D involves showing adverts in public places.
 - E doesn't always help a brand's image.

- 2 The shower stunt ...
 - A took place in Sweden.
 - B was filmed and shown on TV.
 - C used nineteen showers.
 - D involved more than one hundred people.
 - E wasn't very successful.

- 3 According to the writer, Coca-Cola ...
 - A probably lost a lot of money through their stunt.
 - B will probably use the machine in other countries now.
 - C will probably sell more drinks in Sweden after their stunt.
 - D will probably charge more for their drinks in the future.
 - E will probably try some more successful stunts in the future.

- 4 Motz newspapers ...
 - A are produced by homeless people.
 - B used a stunt to raise money for homeless people.
 - C bought new coats for homeless people.
 - D used a stunt to help fashion designers.
 - E used a stunt to make people aware of the problem of homelessness.

- 5 The company that produces the *Angry Birds* game ...
 - A used a cheaper way to advertise its new game.
 - B couldn't show its advertising video on TV.
 - C didn't advertise its new game very well.
 - D spent a lot of money on advertising its new game.
 - E was disappointed with the results of its advertising video.

6 Choose the correct option for each space in the summary below.

Traditional forms of advertising are no longer as (1) _____ as they used to be, so companies are trying out new approaches. Companies sometimes organize (2) _____ to draw attention to their products. They also sometimes (3) _____ in an attempt to win over customers. These new forms of advertising are often (4) _____ than traditional TV advertising, and they (5) _____ more people. Some charities are using similar techniques to make people think about (6) _____.

- 1 A expensive
B cheap
C easy
D effective
E difficult

- 4 A more expensive
B cheaper
C less effective
D less unusual
E more boring

- 2 A large public events
B concerts
C public sales
D huge TV advertising campaigns
E public demonstrations

- 5 A see
B annoy
C pay
D are seen by
E gain

- 3 A offer people money
B teach people new skills
C give away free products
D draw attention to their advantages
E make up new world records

- 6 A the internet
B advertising
C clothing
D fashion
E social problems

7 It can be inferred from the article that ...

- A traditional advertising will always be popular.
B guerilla advertising has a lot of disadvantages.
C there may be less advertising on TV in the future.
D companies will need to spend more on advertising in the future.
E guerilla advertising is unpopular with the public.

8 Answer the questions in your own words.

- 1 Why might companies prefer to use online advertising over traditional TV commercials?

- 2 What might be some of the disadvantages of guerilla advertising?

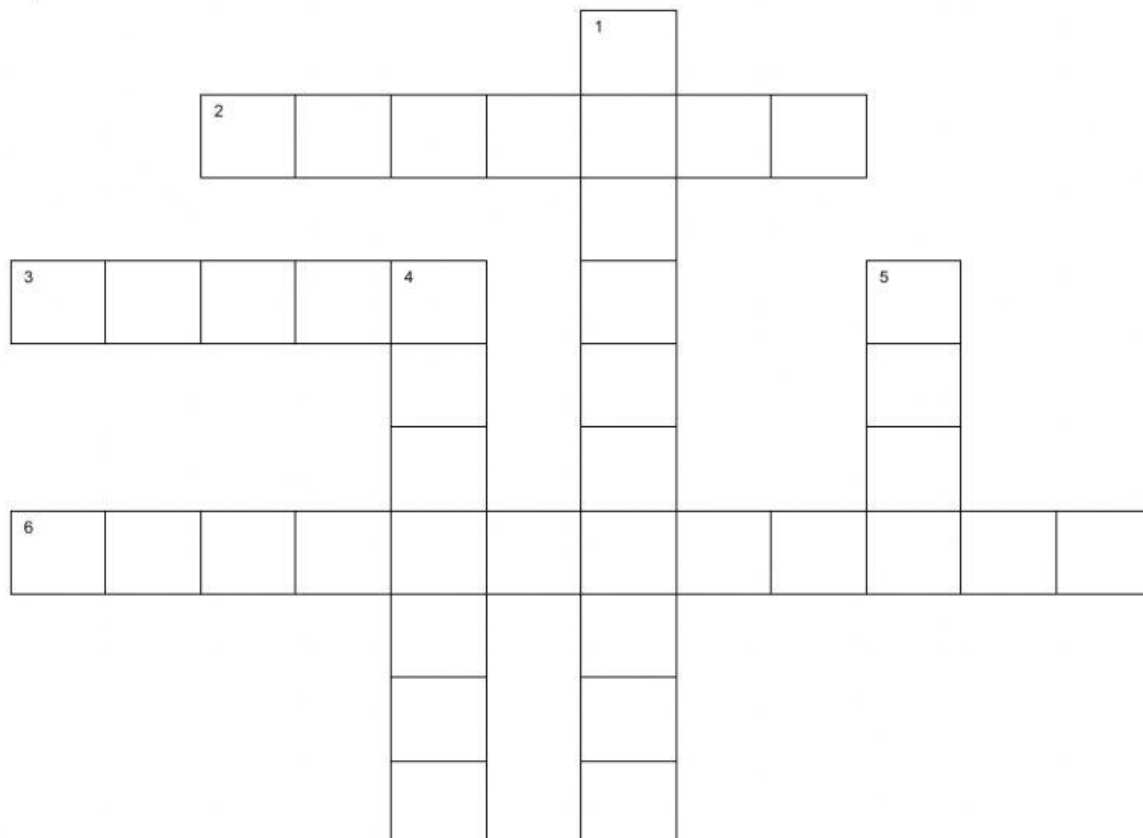
3 In what ways could guerilla advertising methods be used to help people?

4 Why do you think the Red Bull advertising stunt was so successful?

VOCABULARY SECTION

Meaningful marketing

1 Complete the crossword.



Across

- 2 make someone or something come somewhere or take part in something
- 3 a type of product made by a particular company
- 6 gain a further advantage for yourself from a situation

Down

- 1 control or influence someone or something, often in a dishonest way so that they do not realize it
- 4 twist or change facts, ideas, etc. so that they are no longer correct or true
- 5 advertisements and discussions on television, radio, etc. telling the public about a product and about how good or important it is

2 Circle the correct alternatives.

There was so much **hype** / **brand** about their new product that everybody was talking about it.

- 1 They used bright colors to **attract** / **distort** shoppers' attention.
- 2 Some companies **play on** / **hype** young people's insecurities to sell their products.
- 3 The brand is **perceived** / **aspired** to be upmarket and very expensive.
- 4 He **aspired** / **distorted** to be a doctor when he was young.
- 5 Many supermarkets use music to **perceive** / **manipulate** customers' behavior.

Focus on phrasal verbs

3 Complete the sentences with the correct form of the phrasal verbs below.

pay off put off stand out tap into

- 1 The company is trying to _____ new markets in developing countries.
- 2 One brand of jeans _____ as being better quality than all the others.
- 3 Many people have been _____ their products because they use child labor.
- 4 I'm sure the new advertising campaign will _____ in the long term.

