RMIT Classification: Trusted

LR9.6 | Why buy?

Fill the gaps in each sentence with the missing word or words

Lecturer Today's lecture is the first in a series on advertising. The first part of the lecture will be a basic overview of advertising: the reasons for it and its effects, both good and bad, on society. And I'll then move on to a case study that looks at how one particular company became one of the most famous brands in the world through its _____ and _____ advertising.

To begin with, let's look at why companies advertise. The most obvious reason, of course, is to _____. Advertising can attract _____ to products that they might not know about. So, let's do a quick survey. Say you want to buy new running shoes; what are some of the brands that you can choose from?

Students Nike/ Reebok/ Adidas.

Lecturer Well, that was easy! Adidas, Reebok, Nike, Puma, Lacoste … Why can we come up with these _____ names so quickly? I don't think it's because we own a pair of shoes from every company—it's because we see their ads on _____, on TV, on the _____, on famous athletes' _____ … the list goes on.

Another reason companies advertise is to build a _____ for their company. This is a long-term _____. For example, a lot of people are concerned about the _____, and they want to buy products from companies that are environmentally friendly. So, if a company advertises that it is _____, or that it uses _____, then that gives them the _____ of a company that _____ So, consumers who are environmentally aware will be more likely to buy products from them, than from companies who do not advertise themselves as environmentally-friendly.

LIVEWORKSHEETS