

Unit 14 Product and Corporate Advertising

Complete the passage below using the appropriate words or phrases from the box.

to target
media

corporate advertising
product advertising

publicity
image

public relations

1..... is an important part of the marketing mix. It is used to increase sales by making the product or service known to a wider audience and by emphasising its superior qualities. A company can advertise in a variety of ways, depending on how much it wishes to spend and the size and type of audience it wishes 2..... . The different 3..... for advertising include television, radio, newspapers, magazines, the Internet and direct mail. The design and organisation of advertising campaigns is the job of an advertising agency.

4..... is not directly concerned with increasing sales of products or services but more with the overall 5..... a company wants to present to the public. 6..... experts specialise in organising actions and events which generate positive 7..... for companies. Original advertising campaigns can sometimes also get some extra publicity for the company by way of newspaper articles and/or TV and radio reports about the campaign.

The articles

4 Read the following newspaper article about eWatch, an American firm that aims to protect its customers' corporate image and name, and complete the gaps with *the*, *a* or *(X)* when no article is necessary.

Rumor Control On the Internet

eWatch Listens In for Companies

By Matt Richtel

James Alexander, ¹ a computer programmer by training, and Charles Lukaszewicz, ² a former television producer, started eWatch Inc., ³ a company that searches ⁴ the Internet on behalf of corporate clients who want to know what ⁵ the rest of ⁶ the world is saying about them.

Corporations have long paid ⁷ a "clipping services" to monitor their appearances in ⁸ the conventional news media. But eWatch and its competitors have taken ⁹ a practice ¹⁰ a step further. They check thousands of ¹¹ a chat rooms and ¹² a discussion forums where rumors can damage ¹³ a

International Herald Tribune (adapted)



corporate reputations and ¹⁴ a stock prices. After O.J. Simpson's ¹⁵ a acquittal on ¹⁶ a murder charges in October, 1995, for example, ¹⁷ a false rumor – first reported on ¹⁸ a popular TV show and then spread on ¹⁹ the Internet – said that Mrs. Field's Cookies had sponsored ²⁰ a party for ²¹ a jurors.

Mrs. Field's sales fell and eWatch was hired to find online discussion groups where ²² a rumor had appeared, and then post ²³ a corrective messages. Cookie sales soon returned to ²⁴ a normal levels, Mr. Alexander said.

A Circle the correct word or phrase.

- 1 I really don't feel like **going / to go out** tonight. Do you?
- 2 Everyone expected his business **failing / to fail** within the first few months.
- 3 What would you like **doing / to do** this evening?
- 4 We discussed **turning / to turn** the attic into a spare bedroom with the architect.
- 5 She wasn't able **speaking / to speak** very clearly after her accident.
- 6 Do you mind **moving / to move** your car, please? You're blocking the road.
- 7 They're going to postpone **making / to make** a decision until next month.
- 8 Are you planning **of getting / to get** a new DVD player?
- 9 Are you thinking **of getting / to get** a PlayStation?
- 10 I'm very pleased **telling / to tell** you that you've passed!
- 11 Sarah's offered **putting / to put** us up for the weekend.
- 12 I'm really looking forward **to going / to go** on the cruise.

B Complete using the correct form (-ing form or full infinitive) of the verb in brackets. You may need to use the passive voice.

- 1 I'll never forgive June for _____ (to lie) to me like that.
- 2 Ivan's not very good at _____ (make) friends.
- 3 I can't resist _____ (buy) things when they're in the sales.
- 4 We've got to encourage students _____ (study), not blame them for not studying.
- 5 I don't know how you managed _____ (persuade) the bank manager to lend you so much money!
- 6 Does Jessica dislike _____ (walk) so much that she's not going to come with us?
- 7 Do you deny _____ (steal) the money? Yes or no?
- 8 The kids were pretending _____ (be) asleep, but they didn't fool me for a second.
- 9 I refuse _____ (accept) that there's no alternative.
- 10 No one understands how Jill can afford _____ (go) on so many holidays each year.