



## 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