READING

A **Rank the following in terms of how effective you think they are in advertising.**

___ celebrity endorsement
___ large public events
___ free giveaways
___ competitions
___ discounts/offers
___ statistics/data

B **TOPIC SENTENCES** Complete *Adapt or die: the challenge of advertising in the digital age* **with the topic sentences (a–e).**

a Advertising evolved over the years from the simplistic messages displayed on posters and in newspapers to the sophisticated offerings of TV and radio.

b Keeping your product 'fresh' and in the public eye is probably the most important thing you can do.

c Sadly, these days, there's no escaping advertising.

d Companies have always had a number of key objectives when advertising their products and services.

e Television, which was once the most effective medium for advertising, has been pushed aside by the power of social and digital media platforms.

C **READ FOR DETAIL** **Read the article again and answer the questions. Underline the parts of the text that give you the answers.**

1 What four factors does the writer mention as being key objectives for businesses when advertising their products?
2 According to the article, why might a customer decide to try a different brand?
3 What does the writer say about consumers today compared with those of the past?
4 What does the writer say about 'admen' in the 1980s?
5 Which three new ways of watching shows does the writer mention?
6 Why is it important for companies that people talk about their campaigns?

D **REFLECT** **Think about the answers to these questions.**

1 What would cities look like without advertising (e.g. billboards, neon signs etc)?
2 Overall, do you think advertising has a positive or negative effect on society as a whole? Why?



ADAPT OR DIE:

THE CHALLENGE OF ADVERTISING IN THE DIGITAL AGE

1 **Wherever you go and whatever you do, there's an image or a voice, or a jingle or slogan urging you to buy something. Billions are spent on advertising every year, but how effective is advertising, how important is it to businesses and how has it changed in the digital age?**

2 The first is obviously bigger sales and higher profits. To achieve this, companies need to let people know that they've got something exciting to offer and they need to explain why it's better, or cheaper or more long-lasting than other similar products. For existing customers, who might be tempted to switch brands because their rivals have produced a newer version or a more impressive ad, businesses have to keep reminding them of the satisfaction they received from products in the past. It's also vital for companies to attract new customers: another key goal of advertising is to get people in the door which they do by using a combination of information and persuasion.

3 Advertisers have also had to adapt to an increasingly knowledgeable audience, who are less easily fooled or impressed. At first, adverts simply presented a product. Later, they made the product represent something positive, such as status or luxury – often by getting a celebrity to endorse it. Then creative teams, which included renowned film directors, presented the public with arty ads, funny ads or just plain weird ads. This explosion of 'creativity' occurred in the 1980s and admen were as much a feature of the cultural landscape as writers, artists and film stars. Plenty of people today still remember TV ads from this period. Some of them have become part of popular culture.

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