

Vocabulary/ Expressions	
advertising agency	(n) a company that creates adverts for other companies
brand awareness	(n) how well people know a particular brand
call to action	(n) something that encourages someone to take a particular action, such as making a purchase or clicking a link on a website
celebrity endorsement	(n) to have a well-known person promote a product
commercial break	(n) the short period during TV programmes when advertisements are shown
to go viral	(v) to quickly become extremely popular on the Internet through social media
mass media	(n) large media outlets like TV, newspapers and magazines
to place an advert	(v) to put an advert somewhere
prime time	(n) the time during the viewing schedule when most people watch TV or listen to a broadcast
target audience	(n) the people a company want to sell their product or service to

PART 1 QUESTIONS

Here are possible questions that might come up during the test. Go over them with your tutor.

Topic

- Are there any TV channels in your country that don't have adverts?
- Do you enjoy watching adverts on TV?
- What are the best ways for ordinary people to advertise something they want to sell in your country?

PART 2&3 QUESTIONS

Here are possible questions that might come up during the test. Go over them with your tutor.

Sample A

Part 2 Questions

- Describe an advert you once saw that was very effective. You should say:
 - where this advert appeared
 - when you saw it
 - what it was advertising
 - and say why you thought it was so effective.

Part 3 Questions

- What is it that makes an advert effective?
- What kinds of media are available for advertising in your country?

SAMPLE ANSWERS

Here are some sample answers. Go over them with your tutor.

Part 1 Questions

- **Are there any TV channels in your country that don't have adverts?**
 - No ... they're all commercial channels and show adverts all day long ... too many really ... and there's also a lot of product placement going on ... especially in soap operas where they place an item just behind the actors.
- **Do you enjoy watching adverts on TV?**
 - No ... not really ... I hate commercial breaks during a film ... it really spoils the flow ... and during prime time viewing they seem to squeeze even more ads in than usual ... celebrity endorsements also get on my nerves ... everyone knows they're only doing it because they're getting paid.
- **What are the best ways for ordinary people to advertise something they want to sell in your country?**
 - The simplest way is to place an advert in something like the classified ads section of a local paper ... or there's the Internet of course ... there are lots of sites like eBay where you can buy and sell things online.

PART 2&3 ANSWERS

Here are some sample answers. Go over them with your tutor.

Sample A

Part 2 Questions

- Describe an advert you once saw that was very effective. You should say:
 - where this advert appeared
 - when you saw it
 - what it was advertising
 - and say why you thought it was so effective.

OK ... well this was about 4 years ago ... I was looking for some software to create videos ... one day I got an email from a mailing list I'd signed up to ... there was a link in it to a press release ... a company had written something about a new product that was similar to what I was looking for ... at the end of the press release there was a link to the sales page ... I hadn't heard of the company but I was interested and clicked the link to the ad what caught my attention immediately were the number of testimonials from people who had bought the software ... I think testimonials are like the online equivalent of word of mouth advertising and are really persuasive ... anyway ... when I got to the bottom of the page there was a great big call to action button inviting me to buy ... I was totally persuaded and ended up making a purchase ... what made it so effective I think was the power of those testimonials ... they'd been written by people very much like me ... they'd had a need and the software had obviously turned out to be just what they were looking for ... when you think that this was a newish company they wouldn't have had any brand awareness at all ... they probably wouldn't have had much of a budget for advertising ... obviously you wouldn't advertise a product like this through the mass media on TV ... they probably didn't even have an advertising agency to support them ... and yet they'd managed to create a great deal of brand loyalty from previous customers ... I think that was really effective.

Part 3 Questions

- **What is it that makes an advert effective?**
 - Well ... when a company launches a product they have to consider the Internet ... especially how it can be used to spread the word on social media ... so in this context a video that goes viral is probably the most effective type of advert you could make.
- **What kinds of media are available for advertising in your country?**
 - To name a few, I think TV, radio, and social media are some advertising channels that are big in my country. Although people are watching less TV than before, commercials with celebrity endorsement always has somewhat big impact on products' or companies' brand awareness. Also, recently I've been seeing a lot of online ad placements on social media such as Facebook.