



Identifying selling techniques

Before watching

1a Complete the Advert Generator with the words in the box.

advertising • company • expert • product • selling

The Advert Generator

Type of (1):
e.g. food, car, toothpaste, beauty product, holiday, clothes

(2) name:
Who makes it?

It's for:
Who are you (3) to?

(4) technique:
e.g. be funny or cool or use a famous person,
a(n) (5) (doctor, dentist, scientist), a happy family, exciting music

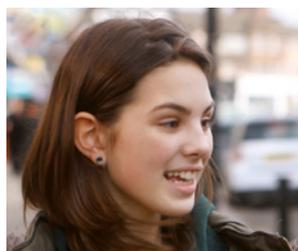
1b Think of an advert on TV and write information about it using the Advert Generator.

While watching

2a 59 Bethany is interviewing two teenagers about an advert they like and one they don't like. Watch the video and complete the table below. Use words from 1a to help you.



Liam



Amber

	#	Product	Technique
Liam	1		
	2		
Amber	1		
	2		

VIDEO SKILLS: Understanding words with two meanings

Like

I **like** it. (= I think it's good)

Normal teenagers **like** me. (for example)

I can play **like** them. (= in a similar way)

Work

I **work** in a shop. (= this is my job)

This advert **works** well. (= it is effective)

2b 59 VIDEO SKILLS Read the video skills box and check that you understand the different meanings of the words. Then watch again. Complete why Liam and Amber like and don't like the adverts.

Liam – advert 1

1 He likes it because

Liam – advert 2

2 He doesn't like it because

Amber – advert 1

3 She likes it because

Amber – advert 2

4 She doesn't like it because

3a 59 Watch again. Do the adverts work for Liam and Amber? Choose Yes or No, and then write why or why not.

Liam – advert 1

1 Yes/No

Liam – advert 2

2 Yes/No

Amber – advert 1

3 Yes/No

Amber – advert 2

4 Yes/No

3b Do you remember any adverts like the ones that Liam and Amber describe? Do you like and dislike the same types of adverts? Why/Why not?

After watching

4a Think about different techniques the adverts in the video use. Who do they work with? Why? Can you think of any techniques that work with lots of different people?

4b SKILLS 4 LIFE Find some adverts in English online. Then see if your friends can identify the products they advertise. Follow these steps.

1 Go online and search for adverts in English. Choose at least two that you really like.

2 Copy or make a note of the link for the videos.

3 Play your adverts to family members, friends or classmates. Don't show them the video at first, just play the soundtrack. Can they identify the products just from the soundtrack? Finally, play the complete video to see if they were right.

REFLECT ON IT



Do you ever buy things because you see a good advert? What type of things?