

Name _____ Class _____ Date _____

HOW WE SELL

Before you watch

1 Match the photos with the words in the box.

aim billboard cleanliness old-fashioned



1 aim



2 cleanliness



3 old-fashioned



4 billboard

2 What makes a good advert? Which of the things below do you think are the most important? Compare your ideas with a partner.

colour humour image interest
movement music

Students' own ideas

While you watch

3 Watch the video and find out if your answers to Exercise 2 were right. Correct the wrong ones. colour, music, humour, interest, (the right) image

4 Watch the video up to 01:44. Match the beginnings (1–5) with the endings (a–e) to make sentences.

- | | |
|--------------------------------------|----------|
| 1 When you want to sell your product | d |
| 2 Some people even see adverts | c |
| 3 Big billboards are effective | e |
| 4 If an advert has bright colours, | a |
| 5 The kind of music in a TV advert | b |
- a people remember it better.
b shows who the advert is aimed at.
c when they are working out at the gym.
d you need to advertise it.
e because a lot of people can see them.

5 Watch the video from 01:44 to the end. Complete the summary with the correct words.

To show that the right image is important, the video uses the examples of ¹ trainers and children's ² clothes. Blue and green are associated with ³ water and cleanliness, so they are the best colours for a soap advert. If you make a ⁴ funny advert, then people talk about it. That helps to sell the product because people connect ⁵ interesting adverts with attractive products.

After you watch

6 Discuss the questions below with a partner. Do you agree or disagree?

- What kind of things do you like to see in an advert?
- What kind of adverts do you and your friends talk about?
- Do you think there are too many adverts in our lives? Why / Why not?

Students' own answers