

## How easily persuaded are you?

(LEVEL C1)

### Part 1: WARM-UP

**EX.1. Read the quotes about advertising below. With your partner decide which ones you agree or disagree with. Why?**

„Advertising is legalized lying” H.G. Wells

„Advertising is the art of convincing people to spend money they don't have on something they don't need.” W. Rogers

„The most powerful element in advertising is the truth.” W. Bernbach

„Doing business without advertising is like winking at a girl in the dark.

You know what you're doing, but nobody else does.” S.H. Britt

„The very first law in advertising is to avoid the concrete promise and cultivate the delightfully vague.” S. Chase

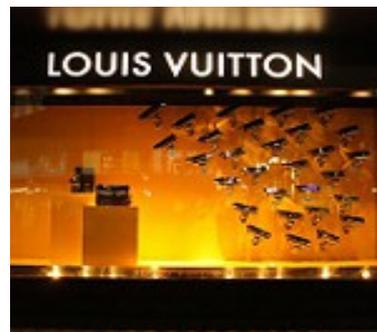
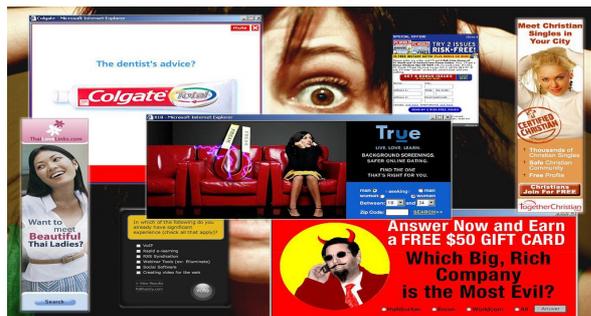
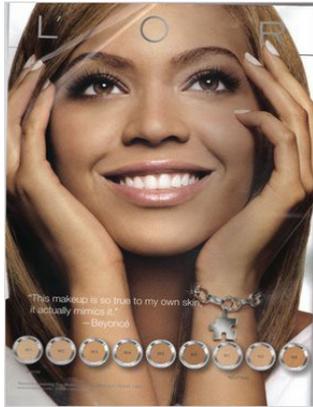
**EX.2.a Look at the age groups below. In your opinion, who is more easily persuaded? Who is the most difficult to persuade? Why?**

- a) children
- b) teenagers
- c) adults
- d) old people

**EX.2.b With your partner brainstorm a few ways of advertising a product that would suit each group (eg. direct sales, leaflets, ads online etc.)**

**Part 2: VOCABULARY**

**EX3.a Look at the different ways of advertising below. Do you know them? Which ones are the most/least effective in your opinion? Discuss your ideas with your partner.**



**EX. 3.b** Now look at the terms below and match them with the pictures from EX.3.a.

product endorsement, neon signs, pop-ups, billboard (US)/hoarding (UK), street banner, free sample, direct marketing, window display

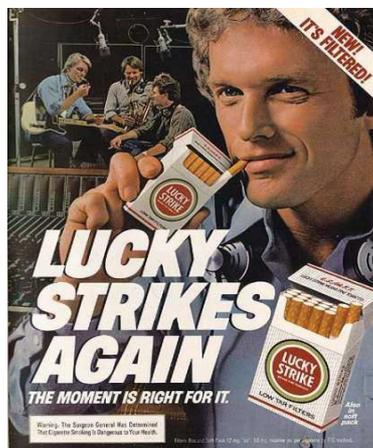
**EX.4.a** Look at the different ways of promoting a product. Match them with the definitions on the right.

a) free sample	when you buy one product and you are recommended to buy another that may go with it
b) freebie	something to collect points which you may swap for other products or gifts
c) discount	a free gift given with a product
d) cross-promotion	final sale of the product in order to get rid of the stock
e) loyalty card	a small amount of product to try or taste
f) clearance sale	when a product is offered at a lower price

**EX.4.b** Which of these promotion strategies usually persuade you to buy something? Discuss it with your partner.

### Part 3: WATCHING

**EX.5.** Look at the ad below. What problems may arise when advertising such products?



**EX.5. You will watch a sales pitch of *Lucky Strike* cigarettes which was shown in „Mad Men” TV series. Answer the following questions:**

1. What seems to be the problem with advertising Lucky Strike cigarettes?
2. What is the agency's idea to deal with it?
3. What slogan does the advertising agency suggest at first? Do the clients like it? Why/why not?
4. What slogan does Don Draper come up with?
5. What does he say about advertising and happiness?

**Part 4: AFTER WATCHING:**

**EX.6. Look at the ad that was mentioned in the video. What do you think about it?**

