

The Power of Advertising

1. Identify the **four** statements made by Gary Philips during the interview.
 - A. Advertising has always been about providing people with information.
 - B. Most advertisements focused on selling essential goods.
 - C. Using scientific theories in their advertisements has helped to make do a better job.
 - D. Due to similar products, businesses needed to be more persuasive in their advertising.
 - E. Companies have learnt that to be successful, you must have the best products.
 - F. Companies discovered that to sell these products, they needed to stimulate demand.
 - G. Technological advancements enable businesses to produce a large volume of products of comparable quality and price.

2. According to Gary, how does persuasive advertising work?
 - A. It makes us believe that you should only purchase products for practical purposes.
 - B. It helps us select the most fashionable products.
 - C. It encourages us to purchase items we would not normally purchase.
 - D. It appeals to our emotions by displaying the benefits of purchasing the product.

3. What techniques does Gary **not** mention that manufacturers use to persuade us?
 - A. They make certain that their brand's name is well-known.
 - B. They ensure that the advertising is visible in a variety of locations.
 - C. They use eye-catching displays to entice customers to buy their products.
 - D. They provide discounts on products or chances to win prizes.

Decide if the following statements are true or false.

4. Making the consumer feel they are on the same side by making it entertaining is an effective advertising technique.
5. Another important technique is to have famous people promote their products with a connection to it.
6. Using cartoon characters to market a product to children can increase their likelihood of wanting that item.

Complete the text below with information from the podcast. Choose from the following words: restore, sense, replace, sight, sensation, change.

7. Complete the text below with information from the interview. Choose from the following words: advice, implying, being, convincing, instead, since, persuade, rather

Language is used effectively in advertising, as demonstrated below. In a TV commercial, a man washed his hands in engine oil.(7) _____ car engines and hands are made of different materials, he cannot guarantee that the oil will work in both.(8) _____ of providing facts, he attempts to (9) _____ the audience. He says: think how it'll work in your car. Without saying it, he is (10) _____ that oil is good for car engines.

Script

Speaker 1: My guest this evening is advertising expert Gary Phillips who's going to tell us how advertising works.

Speaker 1: Welcome to the programme.

Speaker 2: Thank you.

Speaker 1: How did it all start?

Speaker 2: When everyone lived in small communities and knew the local farmers who grew and sold vegetables, advertising was unnecessary. But in a larger community, it's a different situation.

In fact, advertising dates back well over two thousand years, and for centuries advert simply gave information.

One of the earliest surviving ones is a sign painted on the wall in ancient Rome showing property to let.

Later they announced that books say are available and where they can be bought.

So when did advertising become more persuasive?

The big change occurred in the late nineteenth century. Technological developments had made mass production possible, which meant firms could make products in large numbers of roughly the same quality and at roughly the same price. Companies then found they had to stimulate demand in order to sell these products. At the same time in some countries, there were plenty of people with money to spend on luxuries and other inessential goods.

This created opportunities for companies to make and sell these at a much greater profit so a lot of advertising focused on luxury goods.

Another reason for the change in the nature of advertising was that more and more businesses were set up making similar products. And in the face of this competition manufactures needed to advertise in order to survive.

This was really the beginning of advertising designed to persuade people to buy.

And when Freud's theories about our subconscious began to be applied in the advertising industry in the nineteen twenties advertising became very effective.

How does persuasive advertising work?

It tries to make people want to have a certain item let's say a car. If we only bought goods for practical reasons manufacturers would soon go out of business. So, they appealed to our emotions in their advertising to make us believe that if we buy that particular car, we will feel good and will be in the fashion, people would admire.

Instead of focusing on the cars mechanical properties the advertising is about the benefits that we hope to gain.

Speaker 1: Gary tell us about some of the techniques that to manufacturers used to persuade us.

Speaker 2: Let's start with one of the most important aspects of advertising the name given to a product. Sometimes there's a symbol too. Imagine a company which makes children's clothing.

They can spend a fortune on making the name well known.

I'm giving it a particular image so that when consumers see the name or the logo they associate it with particular qualities, style, value for money, fun, fashion, whatever and they're more likely to buy that particular make.

Another very powerful and very old technique is to make it almost impossible for consumers to avoid the advertising. You keep seeing a TV commercial for running shoes perhaps several times in an evening see adverts for them in newspapers and magazines. You see posters in the street. That helps to fix the product in your mind, so next time you buy some running shoes and you see a whole row of different products the chances are you'll buy the shoes whose name you remember.

Of course with many products furniture for instance advertises attract us with special offers, well the chance of winning a holiday, and words like bargain and sale are used very frequently to encourage shoppers to buy

Speaker 1: But surely consumers realize that advertisements is simply trying to sell products.

Speaker 2: They do of course. So agencies often produce advertisements that are entertaining. A certain washing powder used to run an advertising campaign that appeared to be saying to the consumer.

Look. You know and we know that we're trying to get you to buy a product but at least we'll give you a laugh.

It was very effective because the manufacturers seemed to be on the same side as the consumer. Another technique is to use a famous person to promote a product. Even if there's no real connection like showing an athlete eating snacks.

This can work because we learn by imitating people who are important to us. So advertisers use film stars pop singers even cartoon characters particularly if the product is targeted at children.

Language is an important aspect of advertising, and here is just one example. A TV commercial for engine oil showed a man washing his hands in the oil. Of course, car engines and hands are made of different materials so he can't tell us the oil will work equally well in an engine. Instead, he tries to get the viewer to reach that conclusion without stating any facts. He says: think how it'll work in your car. He's implying that oil is good for car engines without saying so.