

Multiple-choice

1 Work in pairs. Look at the pictures and discuss the questions.

- 1 Match the descriptions (A–C) to the pictures (1–3). What other approaches might advertising companies use to appeal to more customers?
  - A advertising on specialized media channels to target people with specific interests
  - B billboard advertising that adapts to the people looking at it
  - C personalized advertisements sent directly to your mobile device
- 2 How do you think advertising is going to change in the near future?

2 Read the article about advertising. Why does the writer use a question mark in the title?

EXAM STRATEGY

- Read the whole text quickly to get a general understanding.
- Note that some statements in the exam task contain words from the text, but they are not always the correct answer.

3 EXAM TASK Read the text. For questions (1–5) choose the correct answer (A, B, C or D).

- 1 What is NOT TRUE about adverts according to the text?
  - A Viewers often get bored of them.
  - B They are expensive to make.
  - C It isn't easier to avoid watching them.
  - D Skipping them is an option.
- 2 How have adverts changed?
  - A They are less entertaining.
  - B They are easier to forget.
  - C They are more interesting.
  - D They aren't as imaginative as before.
- 3 What do we learn about the Citroën advert?
  - A It featured a famous pop singer.
  - B It told a story of a dancing robot.
  - C It helped the car win an award.
  - D It increased interest in the car manufacturer.
- 4 What does the word *execution* in paragraph 5 mean?
  - A carrying out a plan
  - B designing a product
  - C composing music
  - D producing a film
- 5 What was the problem with the advert?
  - A The car was too expensive for the viewers.
  - B The viewers couldn't remember the name of the car.
  - C The viewers liked the robot, but didn't want to buy it.
  - D The viewers found the robot attractive, but didn't like the car.



A winning advert?

Companies spend billions of pounds on TV commercials every year. Adverts are often boring, repetitive, and irritating, but nowadays you can simply click a button on social media in order to skip most of the advert if you're not interested. This innovation certainly improves the experience for impatient viewers, but what does this development mean for businesses?

As a result of these changes, it has become extremely important for advertising companies to create commercials that are enjoyable to watch and that can capture our attention. In other words, a successful advert for the new era becomes a form of entertainment – a creative piece that makes us forget, for a moment, that we are watching someone trying to sell us a product or a service.

Most people would agree that the advert for the Citroën C4 car falls into that category. In this short film, a Citroën C4 is parked in a rooftop car park. Suddenly, the animated car splits open and stands up so that its back doors become legs, its front wheels are arms. With its stereo playing, the car, now a robot, starts dancing just like Justin Timberlake. Which is hardly surprising, since the dance moves were designed by none other than Timberlake's own choreographer.





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The original TV advert soon became so popular that it was considered to be one of the best commercials that year, winning numerous industry awards. In fact, in the month following its release, it helped double the number of visitors to the Citroën website.

The success of the advertising campaign lay in the cinematic quality of its *execution*. Although it was only designed to promote a product, the superb choreography, the dazzling animation and the cool music all added to its *appeal*. Fans loved it because it was lively, fun, and original. Not to mention that it was short and fast-moving, which meant viewers could re-watch it many times without feeling bored.

However, many viewers seemed to be confused by the advert. They loved the robot and some even said that they would *purchase* it without hesitation. This was the first clue that the advert wasn't entirely successful. Additionally, despite its entertainment value, they could never quite recall the make of the car or the model. And isn't that what the advert was *devised* for in the first place?



#### 4 Work in pairs. Discuss the questions.

- 1 What is the most memorable advert you have seen recently? Why was it memorable?
- 2 What role do you think sharing content on social media plays in advertising?

#### Words in context

#### 5 Work in pairs. Look at the highlighted words in the article. Discuss their meaning and use them to complete the sentences (1–5).

- 1 Our company is very interested in product design and \_\_\_\_\_.
- 2 This new software has turned out to be the best \_\_\_\_\_ we have ever made – money well spent.
- 3 First, we listed our target markets and then we \_\_\_\_\_ a set of strategies to attract them.
- 4 This brand has limited \_\_\_\_\_ among young people aged 18 to 25.
- 5 They use computer-generated imagery to \_\_\_\_\_ the imagination of younger audiences.

#### Purpose and contrast

#### 6 Find examples of phrases expressing purpose and contrast in the article. Then choose the correct option to complete the sentences (1–5).

- 1 You must complete an online form in order *you can become/to become* a member of the organization.
- 2 We need to have this conversation so that *for us not to have/we don't have* any misunderstandings.
- 3 Although *it is/being* a mammal, a duck-billed platypus lays eggs.
- 4 Despite *having/that he has* a strong French accent, Alex speaks excellent English.
- 5 I love my new phone, although *being/it was* really expensive.

#### 7 Rewrite the sentences (1–5) so that the second sentence has the same meaning.

- 1 I saved some money to get a new tablet.  
I saved some money so that \_\_\_\_\_.
- 2 Although I had a receipt, I didn't get a refund.  
I didn't get a refund despite \_\_\_\_\_.
- 3 The babysitter came by taxi so as not to be late.  
The babysitter came by taxi in order \_\_\_\_\_.
- 4 In spite of the rain, the carpenter finished the fence.  
Although \_\_\_\_\_, the carpenter finished the fence.
- 5 The risk is high, but people still invest money in the stock exchange.  
People still invest money in the stock exchange, in spite of \_\_\_\_\_.