

## 4

## Creating ads



Launch

Look at the advertisement below and analyze it according to the AIDA model. Does it ...

catch the audience's **A**ttention,  
make them **I**nterested,  
create **D**esire,  
and state the **A**ction the audience should take (eg 'Call now!')



Do you agree with this model for advertising? Why or why not? Think of a few ads you've seen or heard lately and use the AIDA model to analyze them.

1 Look at the steps involved in organizing an advertising campaign and put them in the correct order.

- |   |   |
|---|---|
| <input type="checkbox"/> a analyze impact       | <input type="checkbox"/> e define target group            |
| <input type="checkbox"/> b approve design       | <input type="checkbox"/> f determine the desired response |
| <input type="checkbox"/> c choose the media     | <input type="checkbox"/> g establish message              |
| <input type="checkbox"/> d commission ad agency | <input type="checkbox"/> h place ads                      |

Can you add any other steps? Which steps are you or your company responsible for?

#### DID YOU KNOW?

The word 'advertisement' is pronounced differently in the UK and the USA; in the UK the stress is on the second syllable [əd'vɜːtɪsmənt] whereas in the USA it is on the third syllable [ˌædvər'taɪsmənt]. The short form for advertisement is 'ad' (or 'advert' in the UK).

advertisement	<i>reklama, reklamní spot (v televizi, rozhlasě)</i>
advertising	<i>reklama (jako obor)</i>
commercial	<i>reklamní spot (v televizi, rozhlasě)</i>
commercial break	<i>reklamní přestávka (v televizních nebo rozhlasových pořadech)</i>



**2** Marek and Lenka work for Joys of Czechia, an organization in charge of promoting tourism in the Czech Republic. They are meeting Tracy, an ad designer at the London-based advertising agency, Red Arrow, to discuss a new advertising campaign. Listen and find out what they want to advertise.

- to introduce a new product
- to promote a special price
- to create or maintain awareness for a product
- to remarket a product



Now answer the questions below.

- 1 According to Marek and Lenka, what sort of image does Czechia have abroad?
- 2 What do they say are the stereotypes associated with Czechia?
- 3 What kind of visitors does Joys of Czechia want to attract to the Czech Republic?
- 4 Why is it important to design advertising which is specific to a certain country?

**3** Use the words below to complete these sentences from the dialogue. Listen again if necessary.

achieve • appeal (2x) • campaign • create • looking • outside • perspective

- 1 Tell me what you're \_\_\_\_\_ for.
- 2 But that's why it's important for us to \_\_\_\_\_ a new image.
- 3 We think that someone from the \_\_\_\_\_ will have a fresh \_\_\_\_\_ ...
- 4 We want to make sure our ads \_\_\_\_\_ to people in the UK.
- 5 I understand what you're trying to \_\_\_\_\_.
- 6 You need an insider to design an ad \_\_\_\_\_ with the maximum \_\_\_\_\_.