



Live Lesson Notes

Advertisements

Content:

1. Adverts Vocabulary
 2. Parts of an advert
 3. What makes a good advert
 4. Creating a slogan
 5. Idioms
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Some Useful Links

My GOLD online course

<https://courses.keithspeakingacademy.com/p/ielts-speaking-get-band-7-gold>

What makes a good advert

<https://simpleflying.com/what-makes-a-good-airline-advert/>

Famous slogans

<https://www.wordstream.com/blog/ws/2021/09/21/advertising-slogans>

Creating our own slogan for Keith Speaking Academy

<http://linoit.com/users/keithohare/canvases/Keith%20Speaking%20Academy%20Slogan>

Get your free e-book: 10 Most Common Mistakes

<https://keithspeakingacademy.com/sign-up-download-10-mistakes/>

Click to get a complete Mock IELTS Test (10% discount)

<https://ielts.preptical.com/the-path-to-success-in-the-ielts-test/?ref=6970>

Find a teacher so you can start practicing all the language you are learning here. Practice is the key!

<https://bit.ly/IELTSSpeakingitalki>

Collect my free IELTS Speaking PDFs here

<https://keithspeakingacademy.com/ielts-speaking-free-live-lessons/>

Follow me on social media

<https://www.facebook.com/groups/KeithIELTSMastermind/>

<https://www.youtube.com/channel/UCiVm8XcbwS8-pcDEa5IFXIA>

IELTS Speaking Vocabulary: Advertisements

Here are some useful nouns, adjectives and collocations to talk about adverts.

- Ad (n.)
- Advert (n.)
- Advertisement (n.)
- Advertisement (n.)
- Advertise (v.) _____ (selling)
- Advertise (v.) **for** _____ (looking for person)
-

This company advertises make-up products

This restaurant is advertising for a chef

Advertise **in** a newspaper / **on** the TV / **on** social media

TIP: Usually use 'on' for a platform

An advert for _____ (selling and looking for)

Collocations

- Advertising campaign

To **target** somebody

They are targeting children

This advert is targeted at adults



They want to target middle-aged men

Who is your **target audience**? (= the people you want to reach and sell to)

Different parts of an advert

What are the different parts of an advert?

Well, there are many different parts to an advert, whether it appears on the TV or in a newspaper. Here are the main aspects you should know.

The headline. This appears at the top of a written advert and it is the part that needs to catch the reader's attention.

In addition to writing, most adverts make use of some kind of visual support. These can be known as,

- **Visuals**
- **Creatives**
- **Pictures**
- **Images**
- **Animation** (sing.)

This advert has attractive visuals

I love the appealing creatives in this Facebook ad.

Another important aspect is the **advertising slogan**, which is often known as the **tag line**. Here are some famous examples

- Nike: Just Do It. ...
- L'Oreal: Because You're Worth It.
- McDonald's: I'm Lovin' It.

Nike has a such a catchy slogan, it is really engaging

Finally, many adverts make use of a short piece of music or sound, and this is called a jingle.

Find out more about some famous advertising slogans here:

<https://www.wordstream.com/blog/ws/2021/09/21/advertising-slogans>

Describing adverts

How would you describe these adverts?

Here are some useful phrases below to describe these advertisements.z

1.



2.



3.



1. Appealing and interesting visuals, misleading, shocking, attractive for children, makes good use of product endorsement (using celebrities or other famous brands), memorable, fun.
2. Thought-provoking, engaging, provocative, unconventional (=not following the normal way), refreshing.
3. Retro, vintage, old-fashioned, out-dated, dated, ancient (if we are being euphemistic or tongue-in-cheek), uses vivid and captivating colours, shocking, controversial (provoking disagreement), not mainstream (= unusual), misleading

The third advert is quite old and, back in the day, companies could have got away with saying cigarettes with a filter are 'healthy'. Nowadays, this kind of advert would be regulated and not allowed in many countries. So, we could say it is humorous, funny or even hilarious, because it is so unbelievable.

IELTS Discussion: Good Adverts

What makes a good advert?

Here are some useful ideas and phrases to talk about the characteristics of a good or bad advert.

- It shouldn't **stretch the truth**
- to stretch the truth = to exaggerate
- It has **celebrity endorsement** = a famous person says it is a good product or service
- It has a **captivating slogan**
- It uses **colourful / attractive visuals**
- It **cuts to the chase** = it gets to the point
- There is **clarity of message**
- It **conveys a clear message**
- There is a **clear target audience**
- It appeals to the right target audience
- There is **good storytelling** and it is a **memorable story**
- There is an **attractive hero / heroine**
- There is **tension** in the story
- It has **relatability** = you can **relate to** it or you can **identify with** it. Both of these mean it's **relevant** to your life.
- It **catches your eye**
- It **grabs your attention**
- It **builds empathy** and trust
- It creates a **positive impression** of the brand
- In a **saturated market** (busy and full market), all of these are important

IELTS Questions: Adverts you Like and Dislike

Templates for adverts you like

I am fond of adverts that _____

I tend to like adverts that _____

I am one for adverts that _____

I'm fond of adverts that have a good storyline

Templates for adverts you dislike

I can't stand adverts that _____

I loathe adverts that _____

I can't be doing with adverts that _____

I can't be doing with adverts that mislead and give false information

Creating a slogan

If you want to help create a slogan for the Keith Speaking Academy, then you can add your idea to the board in the link below

<http://linoit.com/users/keithohare/canvases/Keith%20Speaking%20Academy%20Slogan>

Idioms to Talk about Adverts

To **have it down to a tee** = after much practice, be able to do it perfectly

I have played this song hundreds of times on the piano, now I have it down to a tee.

Apple have their advertising slogans down to a tee.

Go viral = to spread quickly and widely

China Airline's latest advert went viral across the world

To **splash out on** = to spend a lot of money on something

The big companies like Coca Cola always splash out on advertising

To **stand out from the crowd** = to be so much better that everybody notices you.

Apple's latest advert for the iPhone 13 stood out from the crowd

To **harp on about something** = to talk repeatedly about something in an annoying way

These adverts always harp on about how good the product is but then they never keep their promises

To **coin a phrase** / tagline / slogan = to create a phrase

It's not easy coining a catchy tagline or slogan