

Reading Unit 7

Student name _____

Group/Class _____

Date _____ Score _____

READING

Different ways to advertise your business with BestAdvertising

With customers' demands and technology constantly changing, we thought it important to keep you informed about the different ways you can advertise your company's products with BestAdvertising. When choosing the most appropriate method, you should consider your business's needs, reputation and budget. Typically, a successful company will use several forms of media to ensure maximum exposure. Listed below, you will find the different advertising options we have available.

Television and radio advertising

Television and radio adverts continue to be popular ways to advertise products to large audiences for companies on a moderately large budget. However, with the wide selection of television channels and radio stations in existence, it is important to investigate the age and social class of the viewers or listeners of the particular channel or station that your company is contemplating, and then choose the right channel or station based on your product's target market. That said, choosing the correct channel or station is only part of the process. You also need to consider the number of times you would like the advert to be played. These two important choices will then determine the cost of your campaign. These means of advertising, despite being costly, are extremely effective as they tend to persuade consumers to buy. Well, a good advert does anyway!

Print advertising

Placing an advert in a newspaper or magazine has a multitude of advantages. Firstly, you can select your audience on the basis of common interests, geographic location and age. Secondly, you can choose the size, colours and overall design and layout of your ad. Before placing an advert, it is essential that you have identified the section of the newspaper or magazine where you intend to put your advertisement and also the amount of time you want the campaign to run. Often, a discount will be given for a campaign that runs for a prolonged duration. In general, print advertising can be moderately affordable but the success rate is unpredictable.

Online advertising

Online advertising is our most popular form of marketing. The main reasons being that:

- 1 it's comparatively cheap nowadays
- 2 companies are able to locate and advertise to their target market both quickly and directly.

The development of location-based advertising technology now means that businesses can get their message to potential customers at any time of the day and at any given location. At BestAdvertising, we have two forms of online advertising available: banners and mini-ads. A banner is characteristically an image placed on a web page which the user can click on and be taken directly to the advertising company's web page. A mini-ad is a small ad which is placed in the corner of a web page together with other similar ads that a client can click on and open if interested. Mini-ads are placed on a web page related in some way to the web page the client is viewing. For example, if a user opens a web page and looks at office furniture, mini-ads might appear in the corner of the web page offering alternative furniture companies.

With the development of tracking technology and more and more people accessing the Internet, not only from computers and laptops but also from smartphones, online advertising is definitely a more efficient option.

Perhaps in the future at BestAdvertising...

Facial Recognition Advertising

A new means of advertising is at present being tested in Japan. It is known as Facial Recognition Advertising and could be used on billboards or small digital screens in the underground, shops or even in bars and restaurants. If successful, the facial recognition system will identify the gender, ethnicity and approximate age of a passer-by and will then transmit bespoke advertisements based on the information given. This advertising method has been portrayed in many films, but it might now become a reality. Watch this space!

Whatever method you choose, BestAdvertising will support your campaign with equal dedication from concept to advert, as well as providing data to help you track the success of your campaign.

1 Read the leaflet about the BestAdvertising company. Are the statements True (T), False (F) or is the information Not Mentioned (NM)?

- | | |
|--|---|
| 1 A successful business employs a variety of media forms to guarantee the greatest coverage. | <input checked="" type="radio"/> T / F / NM |
| 2 One of the greatest factors to take into consideration when selecting the type of advertising to use, is the money available for the campaign. | <input checked="" type="radio"/> T / F / NM |
| 3 When advertising on the TV or radio, the fee for the campaign is related to the length of the advert and the channel or station you choose. | T / <input checked="" type="radio"/> F / NM |
| 4 Television and radio advertising is better value than print advertising. | T / F / <input checked="" type="radio"/> NM |
| 5 Location-based advertising only works if the potential customer is using a device which is connected to the Internet. | T / F / <input checked="" type="radio"/> NM |
| 6 According to BestAdvertising, all of the advertising methods they offer are equally as popular. | T / <input checked="" type="radio"/> F / NM |

Score: / 6

2 Read the leaflet about the BestAdvertising company and choose the best answers, A, B, C or D.

- 1 What is the purpose of the leaflet?
 - A to explain in great detail BestAdvertising's services
 - B to convince you to use online advertising
 - C to present an overview of BestAdvertising's services to raise interest
 - D to encourage people to invest in BestAdvertising's Facial Recognition technology
- 2 What do television and radio advertising and print advertising have in common?
 - A Advertisers can choose where their advert appears.
 - B Advertisers can focus on a specific geographic area.
 - C They both guarantee impressive results.
 - D They are both affordable.
- 3 Why might an advertiser not use print advertising?
 - A They want success at any price.
 - B They want control of the creative aspect of the advert.
 - C They want to target a specific age group who have specific interests.
 - D They have an average sized budget.
- 4 In what ways are banner ads and mini-ads similar?
 - A They both appear on web pages with similar content.
 - B They both appear in the corner of a webpage.
 - C They are both relatively inexpensive.
 - D If you click on them, you will get a chance to buy the product.
- 5 Online advertising is more efficient than other types of advertising because...
 - A customers can click to get more information.
 - B it can target a larger number of the right kind of customers.
 - C it has led to the development of tracking technology.
 - D more people are talking to each other using smart phones.
- 6 How does Facial Recognition Advertising work?
 - A Cameras take photos of people in the street and use them in publicity.
 - B Computers produce personalised adverts for people based on their physical appearance.
 - C People pay money and computers tell them how old they are.
 - D Computers recognise people's faces then transmit the image to a bar or restaurant.

Score: / 6

3 Read the leaflet about the BestAdvertising company and find a word or expression in the leaflet that means the following:

- 1 the group of people that a company wants to sell its products or services to (paragraph 2) target market
- 2 many (paragraph 3) a multitude of
- 3 an extended time (paragraph 3) prolonged duration
- 4 to send or transfer (paragraph 5) transmit

Score: / 4