

An Ardor Learning Group Class

Advertising and Marketing



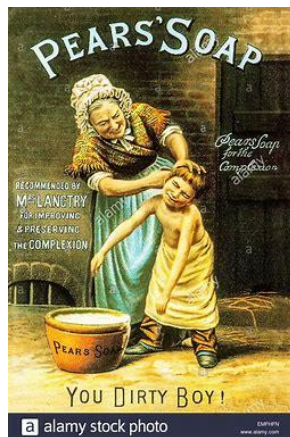
In this class you'll:

- Learn new vocabulary related to the advertising and marketing industry.
- Discuss current trends in the advertising/marketing industry.
- Discuss changes over time in the industry and the advantages and disadvantages.
- Practice using the passive voice to change the focus of attention.

In what ways do we advertise these days? What do you think are the most effective types of advertisements?



What were the most popular advertisements you remember from when you were young? How do you think images from your childhood and jingles from the past have affected you?



How has technology changed the world of advertising? What are some new ways in which businesses have changed the ways they define their target audience using the internet?



If you were in charge of a new company trying to sell a product, in what ways would you try to brand your product.

How is social media affecting the way we shop and our product expectations?



- Do you prefer to shop online or in a store?
- How do feel when people try to sell you something by approaching you in a store? calling you on the phone? handing out flyers in the street?
- Which forms of advertising do you respond to the best?
- Do you fall for sales and free giveaways?



Which of the following are most important when defining a target audience:

- Demographics
- Customer needs
- Customer preferences
- Lifestyle
- Culture
- Willingness to pay
- Interests
- Values
- Behaviour



What advantages and / or disadvantages do we have as consumers these days?

In what positive and negative ways has globalization changed how companies market their products?



Your company is launching a new sports clothing line containing 100% organic running pants and shirts made only in plain solid colors. The clothing is extremely comfortable and simple, but it is made with eco friendly materials.



Group 1:

- Your team will market this product to millennials ages 25 - 40.
- How can you make a simple product look hip and cool for a younger target audience?
- What about the clothing will you focus on in your ads?
- Which forums are going to be most influential (i.e., TV, email, direct mail, billboards, social media)?



Group 2:

- Your group will market this product to Gen X ages 41 - 56.
- What different strategies will you use to market to different genders?
- What is attractive about this product to this target audience?
- Which forums will work best (i.e., TV, email, direct mail, billboards, social media)?



Passive voice to change focus

There are times when the passive voice does a better job of presenting an idea, especially in certain formal, professional, and legal discussions.

- Reports of crimes or incidents with unknown perpetrators.
- Scientific contexts.
- When you want to emphasize an action itself and the doer of the action is irrelevant or distracting.

Using the passive voice:

1. Emphasizes the Action
2. Creates a Sense of Anonymity
3. Fosters Objectivity
4. Imbues Authority

DON'T OVERUSE IT. YOUR SENTENCES WILL GET WORDIER.

Remember how to form it:

	ACTIVE VOICE	PASSIVE VOICE
Present Simple	<i>He delivers the letters.</i>	<i>The letters are delivered.</i>
Past Simple	<i>He delivered the letters.</i>	<i>The letters were delivered.</i>
Future Simple	<i>He will deliver the letters.</i>	<i>The letters will be delivered.</i>
Present Continuous	<i>He is delivering the letters.</i>	<i>The letters are being delivered.</i>
Past Continuous	<i>He was delivering the letters.</i>	<i>The letters were being delivered.</i>
Going to	<i>He is going to deliver the letters.</i>	<i>The letters are going to be delivered.</i>
Present Perfect	<i>He has delivered the letters.</i>	<i>The letters have been delivered.</i>
Past Perfect	<i>He had delivered the letters.</i>	<i>The letters had been delivered.</i>
Infinitive	<i>He has to deliver the letters.</i>	<i>The letters have to be delivered.</i>
Modals	<i>He must deliver the letters.</i>	<i>The letters must be delivered.</i>

Change these active sentences into passive.

1. The Government is planning a new road near my house
2. By this time tomorrow we will have signed the deal.
3. Somebody should do the work.
4. Somebody must have taken my wallet.
5. John will tell you later.
6. The traffic might have delayed Jimmy.
7. John gave the report to Jill.

How have new online forms of advertising affected you day to day?

What are the advantages and disadvantages of online advertising?

Which sectors do you think are suffering the most from the current trend to buy things online?



What work on you?

What forms of advertising do you fall for easily? What does that say about you? What target audience do you fall into?



We hope you've enjoyed the class!

