

Unit 5 Advertising

1 Advertising – Are you interested in the advertising industry?

Look at this picture. Then, answer the questions:



- Are you familiar with those websites?
- Do you use those websites? Why or why not?
- What website(s) do you like most? State your opinion.
- What do you think about this statement, “Your Product On DVDs Presentations Increase Your Sites Traffic”?

2 Understanding Sentences

Understanding sentences is really important when you read English. Good readers, frequently, look for the key words in a sentence. The key words are the subject and the verb. The subject represents who or what the sentence is about, while the verb represents what the subject does. The examples are as follows:

- Galvany gets a new car.

The subject is *Galvany*. The sentence tells about Galvany. The verb is *gets*.

2. Every week Bara goes to England for a business appointment.
The subject is *Bara*. The sentence tells about Bara. The verb is *goes*.
3. Mike Chi and his wife have a fruit and vegetable store on Main Street.
The subject is *Mike Chi* and *his wife*. The sentence tells about *Mike Chi* and *his wife*. The verb is *have*.

3 Reading

5 Tips for Making an Effective Video Ad



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For a startup, producing a video advertisement is one of the courageous ways to announce your presence to a wide audience. In no more than a couple of minutes, a cleverly executed spot can explain what your business does and stimulate viewers in a way static ads cannot.

YouTube clips can be produced and broadcasted for lower cost than shiny TV commercials, and do not need to follow to the same time limits. Connect with viewers in just the right way--by making them laugh, pulling at their heartstrings, or provoking them to action--and the video can generate instant brand awareness and many new customers.

The joking side, of course, is the potential embarrassment and damage to your brand you can cause with an ill-conceived ad. Striking the wrong chord can be shocking when the audience can easily voice its disapproval in YouTube's comments section and share the offending clip on social media.

For tips on how to avoid the difficulties, I turned to Adam Lisagor, arguably the preeminent director of video ads for startups in Silicon Valley. His company, Sandwich Video, has produced about 140 videos for clients including Square, Flipboard, and Airbnb. His recent ad for Coin, a company that makes universal payment cards, has gathered nearly 8 million views on YouTube. Here is his advice on how to create a video that will represent the best side of your business, and potentially even become a viral sensation. The tips are as follows:

1. Length is flexible, but keep it brief.

Compared to commercials in other media, online video advertisements afford some freedom to tell the story of your business or product in greater depth. "Humans receive and remember information at a certain step and in a certain linear order," Lisagor says. "So the

longer Web format allows us the space to receive new information without having it pushed in our eyes and ears." He recommends keeping videos in the 90 to 120 second range; if the product is relatively straightforward, a minute or less can be sufficient. Be careful not to abuse the relative lack of time limits, however, he warns. "If you have viewers' attention, don't waste it. It's the most valuable thing."

2. If you're not funny, don't make a jokey video.

Many videos go viral due to a smart, well-timed joke, so it's tempting to come up with a funny concept for your ad or at least try to inject some humor into it. That can be a smart strategy--or an unsuccessful one. "If funny comes natural to you as a storyteller, and then tell a funny story," Lisagor advises. "If it doesn't, then forcing it is a huge mistake."

3. Use clear language.

As natural as your business's language is to you, viewers may be confused and turned off by it. "Marketing people often make the mistake of using industry jargon and slogans as shorthand for describing value," Lisagor says. One example he cites: "global solutions," a term businesses in all manner of industries say they provide to customers, without providing any details in basic English. Unpack acronyms in the video as well, he says, or they will all "jumble together into jargon."

4. Make viewers envision using your product.

"If you can allow the viewer to project him or herself into a mental state of experiencing the product and having a positive reaction, it can go a long way toward convincing them that they should take the next step toward having it," Lisagor says. Not only does that take a careful match of images and language, it also requires you to admit the scope of your product's benefits. "If you try to make the response to a product seem more impressive or have a larger impact than people feel what it would, it will have a contrary effect on your brand," Lisagor warns. "People don't like to be lied to."

5. Understand the limitations of what a video can do.

Just as a good movie requires a strong cast and a solid script, the effectiveness of a video ad ultimately rests on the quality of the product. "The biggest mistake to make when getting on a video is to assume that a video can answer questions that the product cannot on its own," Lisagor says. So try to produce as smart a video as you can, but don't expect it to succeed only on high production values. If it does not blow up and get millions of shares, the problem may not just be the ad itself, but the business it's representing.

Adapted from <http://www.inc.com/doug-cantor/5-tips-for-making-an-effective-video-ad.html>

Questions:

1. What is the topic of this text?
2. How many minutes should a video ad last?
3. When can you use jokes in your video ad?
4. What is the message that should be conveyed in an video ad?

4 Gist

The Gist strategy will develop the students' reading strategy in terms of monitoring and making inferences. The students will also develop their ability to summarize text.

Exercises:

- (1) Read the text entitled "5 Tips for Making an Effective Video Ad".*
- (2) Then, fill in the chart to show the keywords and phrases, and 20-word sentence summary.*

Name _____ Date _____		Gist
Directions: Preview the reading selection and write down the keywords and phrases in the space, keywords and phrases. Write a 20-word sentence summary using as many of the keywords as you can.		
Key words and Phrases	20-word sentence summary	

5 Group Work

- ✓ Look at some video advertisings shown by the lecturer carefully.
- ✓ Make groups of five (each group consists of five students).
- ✓ Choose a product to be advertised.
- ✓ Try to make a creative and effective video advertising with your group members by applying the five tips suggested by Lisagor in the previous text.
- ✓ You will be given 2 weeks to finish your video advertising.
- ✓ Happy working and good luck.