

## Advertisement techniques

### 1 Fill in the blanks whilst watching the video about advertisement techniques

**Use these techniques:** *Testimonial, Bandwagon effect, Association, Problem and solution*

1 This is a phenomenon in which people do something primarily because other people are doing it.

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2 This type of technique tries to associate a specific advertisement with a positive cultural image or image.

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3 This technique offers an identification of certain problems, so that consumers may solve it by purchasing the product.

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4 This technique uses the expressions and ideas that come from the customers of this brand.

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### 2 Write in if the sentences are true or false.

1 Testimonial technique is used even if the association has little to no connection to the actual product. \_\_\_\_

2 Problem and solution technique is used when problem is easily solved by purchasing the product. \_\_\_\_

3 Customers trust their peers therefore Testimonial technique is efficient.

4 There are no such techniques that would make customers change their mind in regards to certain products. \_\_\_\_

5 There are four advertising techniques in general. \_\_\_\_

**3 Create your own advertisement structure using one of the advertising techniques (Cambridge University Press, 2019; Skripačova, 2021).**

## Features of Advertisements

<b>Visual narrative</b>	an image that tells a story
<b>Tagline</b>	a catchphrase that leads the advertisement
<b>Copy</b>	describes the text in the advertisement
<b>Slogan</b>	a short easily remembered phrase that is used to advertise the idea
<b>Signature</b>	a phrase used by a product or brand for all its marketing purposes

## **KEY**

### **Task 1**

- 1 Bandwagon effect
- 2 Association
- 3 Problem and solution
- 4 Testimonial

### **Task 2**

- 1 F (Association)
- 2 T
- 3 T
- 4 F (Bandwagon effect)
- 5 F

## **References:**

1. Cambridge University Press (2019). English A: Language and Literature <https://dictionary.cambridge.org/>
2. Skripačova, V. (2021). Key Features of Advertisements. Profesionālās pilnveides kursi svešvalodu skolotājiem (Svešvaloda II).

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