

- E** What are the advantages and disadvantages for a company of using celebrity endorsement in its advertising?
- F** The article mentions an attention-grabbing advertisement. This type of phrase is common in advertising. Match the words 1 to 6 to the words a) to f) to make word partnerships.

- | | |
|----------|--------------|
| 1 energy | a) teasing |
| 2 eye | b) saving |
| 3 thirst | c) watering |
| 4 money | d) catching |
| 5 mouth | e) quenching |
| 6 brain | f) saving |

- G** Which of the word partnerships in Exercise F would you use to describe these products?
- | | |
|---------------------------------|--|
| 1 a soft drink <u>3</u> | 4 a low-power light bulb <u>1</u> |
| 2 a fruit bar <u>5</u> | 5 a range of smart clothing <u>4</u> |
| 3 a computer quiz game <u>2</u> | 6 a range of supermarket own-brand products <u>6</u> |

Listening Planning advertising campaigns



- A** **6.1** Jeremy Thorpe Woods, Head of Planning at Saatchi and Saatchi, a leading advertising agency based in London, talks about advertising campaigns. Listen to the first part of the interview and answer these questions.
- What does Jeremy say is the most important thing about advertising nowadays? To gain the consumer's attention
 - What are the key elements of a good advertising campaign, according to Jeremy? Single-minded in what you need to say
- B** **6.2** Listen to the second part of the interview and complete the flow chart.

Planning and launch stages of an advertising campaign

- Stage 1** Discussion with clients, business objectives and brands.
Talk about their business objectives and brands.
Develop a marketing strategy.
- Stage 2** Research stage
Observe the target audience, get to know them through qualitative research.
- Stage 3** Develop a creative brief
Talk to your creative partners about target generation.
Discuss the communication idea with your client.
Go back to your target audience.
- Stage 4** Make the communication campaign.
Use further research to track how it is working.

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Energy Speculation United States. Congress. House. Committee on Energy and Commerce. Subcommittee on Oversight and Investigations, 2008

Energy Speculation: Is Greater Regulation Necessary to Stop Price Manipulation? Serial No. 110-128, June 23, 2008, 110-2 Hearing, *, 2010

Recruitment and Selection Carrie A. Picardi, 2019-03-13 The workforce is changing and talent management is more important than ever Recruitment and Selection Strategies for Workforce Planning Assessment unpacks best practices for designing implementing and evaluating strategies for hiring the right people Using a proven job analysis framework author Carrie A Picardi uses her academic and industry experience to teach students how to assess candidates in an accurate legal and ethical manner With clarity and relevance this book truly bridges theory and concept with practice in an engaging manner and will benefit students who need to hit the ground running to successfully manage workforce needs and activities in a myriad professional settings

Artificial Intelligence in Education: The Intersection of Technology and Pedagogy Peter Ilic, Imogen Casebourne, Rupert Wegerif, 2024-12-02 This book offers a multidisciplinary perspective on the ways in which the careful integration of AI might enhance learning outcomes By inviting dialogue between engineering what is possible and pedagogy what might be desirable the book offers a holistic view of AI's potential for education Offering both case studies of practical implementation and pedagogically informed frameworks it focuses on appropriately integrating technology for educational benefit presenting a uniquely broad view The contributors who are both educators and technically proficient bring insights into teaching and assessment approaches research questions and technological affordances or constraints Essential for researchers educators and policymakers navigating the rapidly evolving educational technology landscape as AI becomes increasingly prevalent in every aspect of life

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recent exciting advances even references published less than five years ago are already out of date The Fiber Optics Illustrated Dictionary fills a gap in the literature by providing instructors hobbyists and top level engineers with an accessible current reference From the author of the best selling Telecommunications Illustrated Dictionary this comprehensive reference includes fundamental physics basic technical information for fiber splicing installation maintenance and repair and follow up information for communications and other professionals using fiber optic components Well balanced well researched and extensively cross referenced it also includes hundreds of photographs charts and diagrams that clarify the more complex ideas and put simpler ideas into their applications context Fiber optics is a vibrant field not just in terms of its growth and increasing sophistication but also in terms of the people places and details that make up this challenging and rewarding industry In addition to furnishing an authoritative up to date resource for relevant industry definitions this dictionary introduces many exciting recent applications as well as hinting at emerging future technologies

Community, Home, and Identity Terry L. Turnipseed, 2016-05-23 Community home and identity are concepts that have concerned scholars in a variety of fields for some time Legal scholars sociologists anthropologists psychologists and economists among others have studied the impacts of home and community on one's identity and how one's identity is manifested in one's home and in one's community This volume brings together some of the leading thinkers about the connections between community home and identity Several chapters address how the law and lawyers contribute or detract from the creation and maintenance of community and in some cases the conscious destruction of communities Others examine the protection of individual and group identities through rules related to property title and use of such things as Home and identity property

Yearbook on Space Policy 2015 Cenani Al-Ekabi, Blandina Baranes, Peter Hulsroij, Arne Lahcen, 2017-01-02 The Yearbook on Space Policy edited by the European Space Policy Institute ESPI is the reference publication analysing space policy developments Each year it presents issues and trends in space policy and the space sector as a whole Its scope is global and its perspective is European The Yearbook also links space policy with other policy areas It highlights specific events and issues and provides useful insights data and information on space activities The first part of the Yearbook sets out a comprehensive overview of the economic political technological and institutional trends that have affected space activities The second part of the Yearbook offers a more analytical perspective on the yearly ESPI theme and consists of external contributions written by professionals with diverse backgrounds and areas of expertise The third part of the Yearbook carries forward the character of the Yearbook as an archive of space activities The Yearbook is designed for government decision makers and agencies industry professionals as well as the service sectors researchers and scientists and the interested public

Commerce Business Daily, 1999-05 Electronics World, 2007 **InfoWorld**, 2000-04-24 InfoWorld is targeted to Senior IT professionals Content is segmented into Channels and Topic Centers InfoWorld also celebrates people companies and projects

Climate Vulnerability, 2013-03-15 Climate change has been the subject of thousands of books and magazines

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