

ADVERTISING STRATEGIES

- Objectifs:- culturel une marque légendaire vs une marque moderne
 - je comprends une publicité et les éléments de la conviction
 - je transfère ma compréhension à une autre publicité
- Tâches Intermédiaires
 - Eoc: j'expose les ressorts utilisés par les publicitaires
 - EE: je décris la stratégie utilisée dans une publicité d'un produit comparable
- Tâche Finale: je réalise une affiche publicitaire pour assurer la promotion du lycée en utilisant un logiciel de création d'image postermywall.com

SOMMAIRE

- Diapo n°5: Hyperlien
- Diapo n°6: act n°1: les mots difficiles
- Diapo n°7: act n°2: exemples d'utilisation de ces mots
- Diapo n°8: act n°3: crossword
- Diapo n°9 et n° 10: act n°4: inference grid
- Diapo n°11 et n° 12: act n°5: the nature of the document
- Diapo n°13 et n° 14: act n° 6: different parts of the video

SOMMAIRE

- Diapo n°15 et n°16: act n° 7: advertising strategies
- Diapo n°17: act n°8: tâche intermédiaire
- Diapo n°18: act n° 9 Red Bull posters
- Diapo n°19 et n° 20: inference grid of the left picture
- Diapo n°21 et n°22: inference grid of the right picture
- Diapo n°23: an excerpt of a tv commercial and a billboard
- Diapo n°24 et n°25 left picture analyse

SOMMAIRE

- Diapo n°26 et n°27: act n°10: right picture analyse
- Diapo n°28 et n°29: tâche intermédiaire: act n° 11 comparing the two different strategies
- Diapo n°30 et n°31: act n°12: act n°12: useful words
- Diapo n°32: tâche intermédiaire: act n°13: written expression
- Diapo n°33: act n°14: crossword
- Diapo n°34: tâche finale: creation of a poster

A COCA-COLA COMPANY TV COMMERCIAL

- <https://www.youtube.com/watch?v=6OQI4NGQvhg>

Act n°1: Reading the subtitles and listening to the video, I notice the words I don't understand

- To be blessed
- To be filled
- To challenge
- To guide
- To advice
- To waste
- Nonsense
- grateful

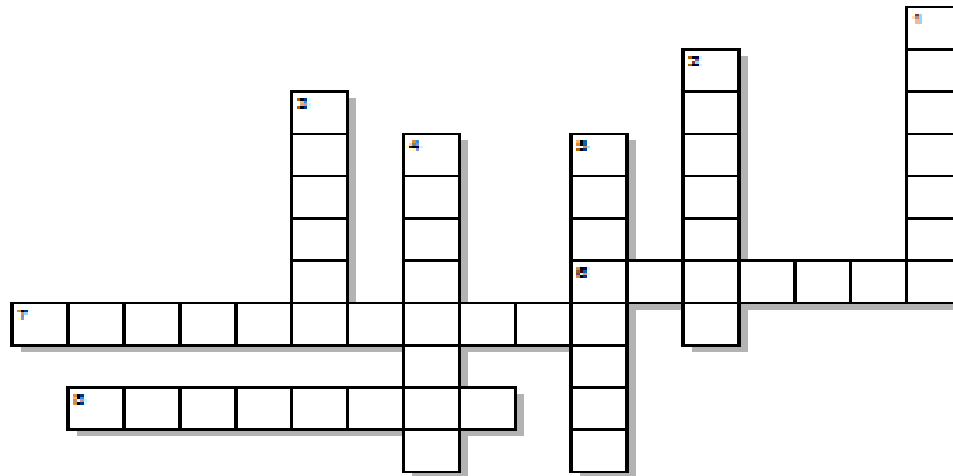
Act n°2: Reading the exemplifying sentences of the unknown words, try to discover their meaning and fill the following crossword

- God bless you
- There are some papers with nothing on them They need to be filled
- Eminem had to challenge other rap singers to be the best
- Follow me, I am going to show you this museum
- I don't know what to do. Please help me, advice me
- Don't waste your time playing video game
- You say nonsense words, look at a dictionary
- It's nice of you to having found me a job. I always will be grateful

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Act n°3: crossword

VOC VIDEO



ACROSS

- 6 PARTAGER
- 7 DEFIER
- 8 CONSEILLER

DOWN

- 1 GUIDER
- 2 BENIR
- 3 REMPLIR
- 4 ABSURDE
- 5 RECON

Act n°4: Looking at the video I fill in the following inference grid

First place of the videos

destination

Reason of the trip

Main character

Second and third character

Back home: main activity

Act n°4: Looking at the video I fill in the following grid (correction)

First place of the videos	An Indian island
destination	An hospital in an Indian modern city
Reason of the trip	Birth of a baby
Main character	An ancestor: 100 year old grandpa
Second and third character	The young mother and the baby
Back home: main activity	Celebration with all the village

Act n°5: Now, let's think about the nature of this video.

USED MEDIA

DURATION OF THE VIDEO

MAIN THEME OF THE VIDEO

PROMOTED PRODUCT

REASON TO BUY THE PRODUCT

Act n°5: Now, let's think about the nature of this video.(correction)

USED MEDIA	TV OR CINEMA
DURATION OF THE VIDEO	2'34"
MAIN THEMES OF THE VIDEO	100 years of happiness with family and friends celebrated with coca-cola.
PROMOTED PRODUCT	Coca-cola
REASON TO BUY THE PRODUCT	<ul style="list-style-type: none">- linked to important events in life-synonymous of celebration-ever lasting product,trust, sharing

Act n°6: give the aim of the different parts of the video

- Beginning to 0' 27"
- 0'28" to 1'34"
- 1'35" to 2'00"
- 2'01" to 2'10"
- 2'11" to 2'30"
- 2'31 to the end

Act n°6: Content of the different parts of the video (correction)

- Beginning to 0' 27": leaving to the city
- 0'28" to 1'18": Arrival at the airport while the mother arrives at the hospital: simultaneous arrivals
- 1'19 to 1'34" : parallel between grandpa arriving at the hospital and baby birth
- 1'35" to 2'00" : intergeneration meeting
- 2'01" to 2'10" :back to the island
- 2'11" to 2'30: village celebrating the return of grandpa and the baby birth. First appearance of the coca cola bottle Which becomes more and more present on the images
- 2'31 to the end coca cola bottle main character

Act n° 7 look at the following strategies of the coca-cola firm and tell which one is concerned in the video

- Sharing of happiness
- Sponsoring sporting activities
- Promoting environmental causes
- History of a family, referring to the age of the brand
- comparison with other brand images
- Celebration of private events
- Using famous people to promote coca cola

Answers n°7 advertising strategies

- Sharing of happiness
- History of a family, referring to the age of the brand
- Celebration of private events

Answers act n°7 advertising strategies

- Sharing of happiness
- History of a family, referring to the age of the brand
- Celebration of private events

Tâche intermédiaire: Act n°8

- With the help of the previous activities, express what the coca-cola advertising strategies are in this ad

Act n°9 look at these RED BULL ads and fill the following grid



Act n°9: INFERENCE GRID

Colour of the first picture

message

Meaning of the message

Place of the product

Colour of the product

Slogan linked to the can and meaning

INFERENCE GRID (answers)

Colour of the first picture

Black: sad colours which refers to death

message

Sleeping is a waste of time

Meaning of the message

Sleeping is a little death

Place of the product

Right corner

Colour of the product

Coloured redbull can

Slogan linked to the can and meaning

Stay up forever means that redbull helps you wining time in your life

Act n°9: INFERENCE GRID

Colour of the second picture

message

Meaning of the message

Place of the product

Colour of the product

Slogan linked to the can and meaning

Act n°9: INFERENCE GRID

Colour of the second picture

Mainly silver and blue like the can with the yellow and red logo

message

You can sleep when you're dead

Meaning of the message

Your life becomes colourful and active with Red Bull. It's the contrary of death

Place of the product

The colour of the can is the background of the poster. The logo appears once in the middle bottom of the poster

Colour of the product

Red and yellow logo only contrasting with the rest of the picture

Slogan linked to the can and meaning

Stay up forever means that redbull helps you wining time in your life

Some RED BULL ads



Act n°10:a) analyse of the picture on the left

Place where the picture was taken

main character

Reference to a special event

Number and places of the product

Explanation and media used

answers

Place of the picture

moon

main character

An astronaut

Reference to a special event

First man on the moon (July 1969)

Number and places of the product

Three. The astronaut is holding a can, another is flying. The flag is the one of the brand instead of the American banner

explanation

The reference to one of the most important events in all times promotes the image of redbull as a brand associated to exploits

Act n°10:b) analyse of the picture on the right(correction)

Size of the billboard

Message of the ad

A pun: explain : goer

The use of fast-er, strong-er, furth-er

Composition of the picture

Act n°10:b) analyse of the picture on the right(correction)

Size of the billboard	4,921.26 +5 FT. World's Longest Billboard is 4,921.26 feet. 5 feet were added to set a new world record.
Message of the ad	If you want to go stronger, faster and further , drink redbull
A pun: explain : goer	It's a word built from the verb to go . It means someone who goes. (in opposition to someone who rests)
The use of fast-er, strong-er, furth-er	The use of comparative forms increases the thought that drinking redbull helps you to do more
Composition of the picture	The only thing you see apart from the billboard is a redbull colour like blue sky in the background. The centre of the photo is the billboard

Act n°11: observe the differences between the adverts of the two brands (answers)

COCA-COLA

REDBULL

MEDIA

IMAGE OF THE PRODUCT
conveyed by the ad

FAMOUS SLOGANS

STRATEGIES

Act n°11: observe the differences between the adverts of the two brands (answers)

	COCA-COLA	REDBULL
MEDIA	TV spot	Billboard , posters (printed support)
IMAGE of the product conveyed by the ad	Everlasting product which accompanies you all your life long and witnesses the events of your life	Life is valuable only if you can break records and live at 200%. The brand is synonymous to exploits and records
Famous slogans	America's real choice Life is simple Open happiness	“Redbull gives you wings”
strategies	Historically associated with wholesomeness, “family-friendly” and cute characters(white bear, santa claus)	Association of the product and heroic life, superpower heros, extreme sports, courage and performance

Act n°12: Find the following words in a dictionary and Link the English words to their French translation

- An ad/advertisement
- An advertisement campaign
- A tv commercial
- A brand
- A marketing strategy
- A poster
- Prime time
- To promote
- A target
- A product
- Eye-catcher
- A billboard
- Une marque
- Une affiche
- Une pub télévisée
- Une stratégie commerciale
- Promouvoir
- Une cible
- Une campagne publicitaire
- Une publicité
- Un panneau publicitaire
- Première partie de soirée
- Quelque chose qui attire le regard
- Un produit

Act n°12: Find the following words in a dictionary and Link the English words to their French translation

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- The diagram shows 15 English words on the left and 15 French translations on the right. Arrows connect them as follows:
- An ad/advertisement → Une affiche
 - An advertisement campaign → Une campagne publicitaire
 - A tv commercial → Une publicité
 - A brand → Une marque
 - A marketing strategy → Une stratégie commerciale
 - A poster → Un panneau publicitaire
 - Prime time → Première partie de soirée
 - To promote → Promouvoir
 - A target → Une cible
 - A product → Un produit
 - Eye-catcher → Quelque chose qui attire le regard
 - A billboard → Une affiche
- An ad/advertisement
 - An advertisement campaign
 - A tv commercial
 - A brand
 - A marketing strategy
 - A poster
 - Prime time
 - To promote
 - A target
 - A product
 - Eye-catcher
 - A billboard
- Une marque
 - Une affiche
 - Une pub télévisée
 - Une stratégie commerciale
 - Promouvoir
 - Une cible
 - Une campagne publicitaire
 - Une publicité
 - Un panneau publicitaire
 - Première partie de soirée
 - Quelque chose qui attire le regard
 - Un produit

Act n°13: tâche intermédiaire: Explain what the different advertising strategies are using some of the words below.

- A brand
- An ad
- An advertisement
- An advertisement campaign
- A tv commercial
- A marketing strategy
- A poster
- Prime time
- Feature
- To promote
- A target
- A product
- Eye-catcher

Act n°13 Crossword: playing with words

ACROSS

1 person or group of person who are supposed to be concerned by buying a product

10 series of coordinated actions designed in a commercial goal

11 Printed poster in a newspaper, short film on television, announcement on radio, designed to sell goods, publicize an event

DOWN

2 a particular long-term plan for success in business in order to sell goods.

4 short videos aiming at selling products

5 something which aims at attracting attention

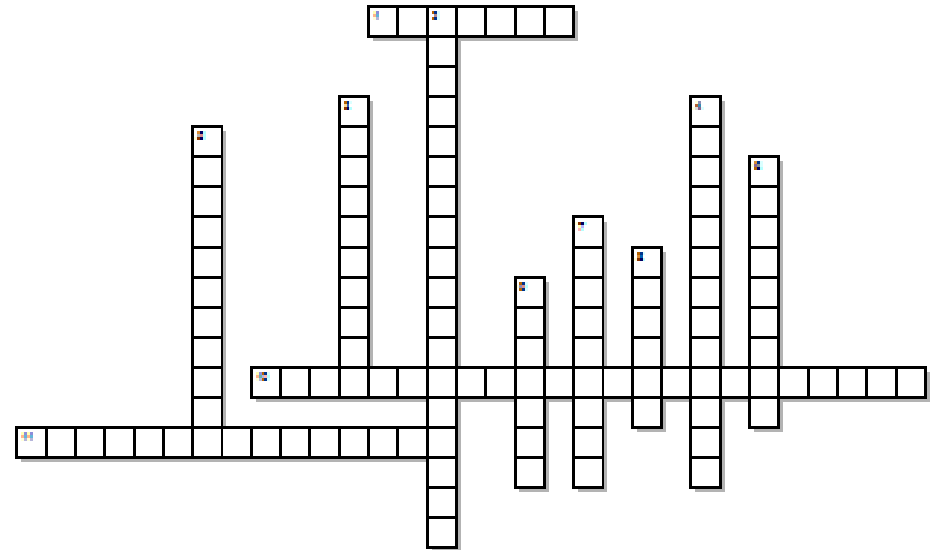
6 the peak viewing time on television, for which advertising rates are the highest

7 to encourage the sale of (a product) by advertising

8 trade name or trademark

9 placard or picture put in a public place as an advertisement

advertising



Tâche Finale: You are in charge of creating a poster . You must promote your high school. You start thinking of it and then you make it

REALISATION

In groups

MEDIA CHOICE

A poster made with the software:
postermymwall.com

HEADLINE

CHOSEN PICTURES

LINKED CAPTIONS

PLACE OF EXHIBITION

- Printed and exhibit in the CDI
- hyper-linked on the Ip website

Tâche finale (bis) réalisez le quizz suivant

• Coca-cola uses a strategy based on

- sharing happiness with family and friends
- sponsoring extreme spots
- youth and madness of new challenges

• Coca-cola is

- as energizing as Red Bull
- more energizing than Red Bull
- less energizing than Red Bull

• Coca-cola is

- older than redbull
- As old as redbull
- less old than redbull

• The coca-cola ad takes place

- in a modern city and on an Island
- in the ocean

In New York City

• Red Bull is famous

- only in France

- in France and USA

- all over the world

• Red Bull is synonymous of

- everlasting life
- extreme sports

- sponsoring challenges

• Red Bull advertising strategy uses

- the longest billboard in the world

the biggest billboard in the USA

- the most beautiful billboard

• Red Bull campaigns are destined to

- retired people to help them sleeping
- youth to improve their physical skills
- sportsman to increase performances

• Compared to Coca-Cola, Red Bull is

- more seen on social networks
- more advertised on TV
- more drunk by the whole family