

M3 The power of words – looking at slogans

In advertising, slogans are used to promote products. A slogan is a short, attention-grabbing sentence or catchphrase¹ that is easily remembered by customers.

Tasks

1. Have a look at the following brands. Then read the slogans in the table below. Which slogan goes with which brand? Fill in the table.



Slogan	Brand	Advertising technique
① Share moments. Share life.		repetition
② Don't just book it, Thomas Cook it.		
③ Connecting people.		
④ Where do you want to go today?		
⑤ Just do it.		
⑥ There's no better way to fly.		

2. To create a really good slogan, you can use different advertising techniques. Match the techniques from the box to the slogans in the table as in the example.

comparison² – incomplete sentence – imperative³ – repetition – question – verse/rhyme

Extra task

Can you think of some more English or German slogans you know from TV or radio adverts? Write down at least three. Which techniques have been used for them?

Vocabulary

1 **catchphrase**: das Schlagwort – 2 **comparison**: der Vergleich, die Steigerung – 3 **imperative**: die Aufforderung



How to say it best – the top 12 words of advertising

M 4

Advertising uses its very own language. Learn how to make your advertising texts work.

Some words have power! Others don't. The word *nice*, for example. *Nice* doesn't have any power. "I went for a nice walk on the beach." That doesn't tell you much. The weather could have been nice, or the atmosphere, or the location ... But how about "I went for a relaxing walk on the beach. It was very refreshing, the sun was reflecting on the water and the only sound you could hear was the noise of the seabirds."

Do you now see how much power words can have?



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Tasks

1. Have a look at these twelve words. Pick three and say why you think they are powerful.

The 12 most powerful words of advertising			
you	money	save	new
results	easy	health	safety
love	discovery	proven ¹	guaranteed

Source: Yale University

¹ proven: bewährt

2. a) Read the slogans (1) to (4) and say what product or service could be advertised with them.

Example: Just for you! → life insurance, career service, body lotion

(1) The joy of safety (2) Your health matters (3) Make a discovery (4) My money and me

- b) Now make up three slogans including at least one of the words from the box. Then name a product or service that could be advertised with it.

3. Of course, there are more words than just the 12 in the box. Make this advertising text for the English website of "Kino am Dom" sound more interesting. Fill in the adjectives on the right.

About Kino am Dom

The _____ cinema is located in a _____ shopping centre on Rheinstraße. It is _____ a 5-minute walk away from the town centre. You'll find _____ parking spaces in the car park opposite the cinema. _____ bus routes pass outside the cinema. The cinema is surrounded by _____ restaurants and shops. It has 8 _____ screens with 1,700 seats. Screens 3, 5 & 6 are also _____ for wheelchairs. You can buy _____ drinks and food including hot dogs, pretzels and popcorn at our _____ and _____ bar service!

popular
high-quality
tasty
a lot of
modern
superfast
excellent
only
easy to use
various
friendly