

# IELTS Vocabulary

## 4.

### Advertising, Marketing, Buying&Selling

- Words
- Collocations
- Articles

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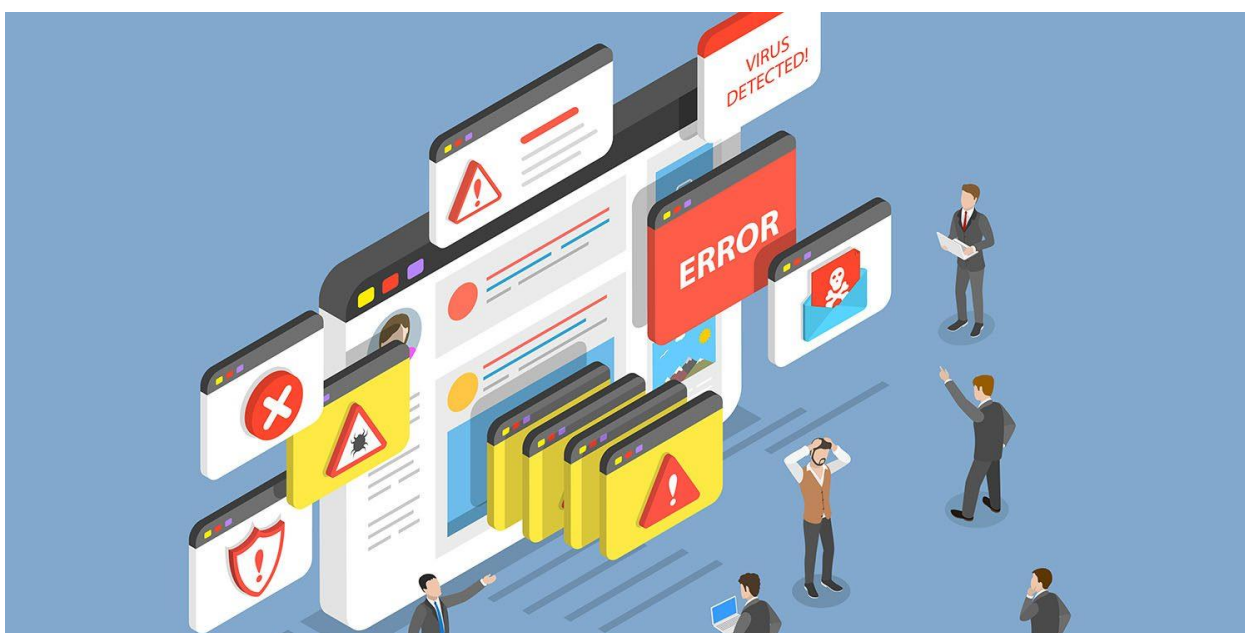
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Advertising, Marketing, Selling

## Words & Collocations

# Advertising & Marketing

## Types of Ads



TV commercial	Promotion of products and services using colour, action, sound and sight. These are memorable and accessible to a large market. They are good to show how something works and can be persuasive.
Newspaper ad	These adverts can either be national or local. They are placed in particular sections in the newspaper.
Magazine ads	These are aimed at a specific market and interest group. The ads are colourful and eye-catching but can be more expensive than newspaper ads.
Billboards	These are often signs on the road or at sports stadiums. Large billboards can give a message with impact but with limited information.

Direct Mail	Letters and adverts are sent directly to customers. This is a direct approach with a select audience.
Radio advertising	This approach reaches a target audience and relies on them listening to a particular station. However, the message can easily be forgotten. www.ieltsliz.com
Text messages	These promotions reach a target audience in real-time but they have a limited number of characters in the text.
Internet Pop-ups	They can impact a viewer and allow them easy access to the product. However, they can be annoying, intrusive and some even crash the system.
Email Advertising	Direct advertising to the customer. It is cost effective as long as the customer database is up-to-date.
Flyers	Small flyers with printed information handed out to customers face to face. They can be attractive and informative but also costly.
Transit advertising	These are usually posters on trains, buses, taxis and underground railways.
Covert Advertising	This is when a product or brand is incorporated into a movie or TV show. It is not commercial advertising, it is subtle advertising. For example, James Bond drives a BMW.
Sponsorship	A company sponsors an event or entity in return for recognition of the brand or product. For example, companies funding schools or sporting events in return for them using their equipment. www.ieltsliz.com
Telemarketing	This involves promoting and selling over the phone. This offers direct contact with the customer but can be intrusive if it is a "cold-call", which means an unasked for call.
Celebrity Endorsement	A celebrity is paid to promote and market a product through TV ads or event appearances. This can be effective as it is high profile but it does rely on the celebrity image remaining constant and popular.





something which isn't very useful, but gets peoples attention and is useful for selling.  
(3D TVs are a bit of a gimmick.)

## **client**

somebody who pays for a service

## **(to) appeal (to somebody)**

to attract somebody (

## **(to) pressurise (somebody into doing something)**

to try and force sbd into doing sth (I hate being pressurised by people who try to get me to buy things I don't need.)

## **(a) consumer**

somebody who uses/buys a product

## **(to) convince (sbd to do sth)**

to persuade somebody to do something

## **(to) induce (a feeling)**

to cause a feeling (The colour green induces a feeling of calmness).

## **(to) urge (somebody to do something)**

to strongly persuade somebody (I urge you to listen, it's really really important!)

## **(to be) enticed (by something)**

to be persuaded to do something because it seems very attractive (The smell enticed me to go inside and get a burger)

## **(to) seduce (sbd into doing sth)**

to persuade somebody to do something they usually wouldn't do (Even though he was married, the girl at the bar managed to seduce him)

## **(to) tempt (somebody into doing something)**

to make sbd want to do sth (which might be bad) by showing them how good it is

## **(to) exaggerate**

to make sth seem better than it really is

## **effective**

sth which works like it should

## **(to) backfire**

when sth was planned to have a positive result, but the opposite happens

**(to) set out (to do/achieve sth)**

when you begin a task with a certain goal in mind

**(to) differentiate (sth from sth)**

when you show that 2 things are not the same

**(to have) credibility**

the quality of having people trust you because of a good reputation

**advertising agency:**

a company that creates adverts for other companies

**advertising budget:**

the amount of money a company decides to spend on advertising

**brand awareness:**

how well people know a particular brand

**brand loyalty:**

the degree to which people continue to buy from the same brand or company

**buy and sell:**

often used to refer to the buying and selling of items between individuals

**call to action:**

something that encourages someone to take a particular action, such as making a purchase or clicking a link on a website

**celebrity endorsement:**

to have a well-known person promote a product

**classified ads:**

small advertisements often put in a newspaper or magazine by individuals

**to cold call:**

to call someone with the aim of selling something without them asking you to do so

**commercial break:**

the short period during TV programmes when advertisements are shown

**commercial channel:**

TV channels that make money from showing advertisements

**to go viral:**

to quickly become extremely popular on the Internet through social media

**junk mail:**

unwanted promotional leaflets and letters

**to launch a product:**

to introduce a new product

**mailing list:**

a list of names and contact details used by a company to send information and advertisements

**mass media:**

large media outlets like TV, newspapers and magazines

**niche product:**

a product that is aimed at a distinct group of people

**to place an advert:**

to put an advert somewhere

**press release:**

something written by a company for newspapers and magazines and websites to share and publish

**prime time:**

the time during the viewing schedule when most people watch TV or listen to a broadcast

**product placement:**

to advertise a product by using it as a prop in a TV show or film

**sales page:**

a page specifically used to promote a product or service

**to show adverts:**

to display adverts on TV

**social media:**

websites that enable users to create and share content or to participate in social networking.

**spam email:**



unwanted, promotional email

### **target audience:**

the people a company want to sell their product or service to

### **word of mouth:**

recommendations made by individuals to other individuals about a product of service

### **eye-catching**

appealing, attractive

### **subtle**

not obvious

### **flick through a magazine**

look at the pages quickly

### **to target an audience**

to aim for a group of people

### **catchy tune**

an appealing melody

### **peak viewing time**

a time when the majority of people are watching

### **glossy**

shiny

### **specific market**

particular group of people

### **specific interest group**

particular group of people with the same interests

### **persuasive**

it convinces us to do something or think something

### **memorable**

it stays in our minds for a long time

### **intrusive**

causing annoyance, uninvited

### **invasion of privacy**

when your privacy has been invaded (entered) without permission

**up-to-date**

current

**customer database**

list or record of customers

## [IELTS Ideas] Advertising



# Positives of Advertising



- Advertising is a key part of modern business
- Companies need to tell customers about their products and services
- Advertisements inform us about the choices we have
- Advertising is a creative industry that employs many people
- Without advertising we would have less choice
- Without advertising there would be higher unemployment
- Advertising is a form of modern art
- People enjoy adverts

# Negatives of Advertising

- Advertising manipulates people
- It aims to persuade people that buying a product will make them happier
- Advertisers focus on selling a brand image
- They use glamorous, successful people
- We now live in a consumer culture
- We are persuaded to follow the latest trend
- We are encouraged to associate certain brands with a higher status
- Advertisers often aim their marketing at children
- Children can easily be influenced by
- Children put pressure on parents to buy them things

# Opinions about Advertising

- Advertising should be regulated
- Advertising aimed at children should be controlled or even banned
- Unhealthy foods should not be marketed in a way that attracts children
- Products that can be risk to health should display warnings
- In some countries it is illegal to advertise cigarettes on television
- Warnings must be displayed on cigarette packets
- However, advertising is necessary in free market economies
- It creates demand for products
- Governments should only censor false information or products that are harmful





equivalent, especially in money

To get / receive  
( a letter, parcel )

to obtain, buy, or earn something

He went to the shop to get some milk.

To send

to transfer something from one place to another, especially by post or email

Could you send a reply to them as quickly as possible?

To dispatch ( a parcel / an order )

to send something, especially goods or a message, somewhere for a particular purpose:

Two loads of cloth were dispatched to the factory on 12 December.

To ship

To transfer or send or deliver something from one place to another via a boat or a ship or any other modes of transport like flight etc.

The company decided to ship the orders by flight as it is more time saving.

To load

Refers to fill or to stack or to pile up a vehicle, ship, container, etc with a large amount of something.

They went to callais to load up their cars with cheap beer.

To unload

Refers to removing goods from a vehicle, ship, container, etc..

The ship was to unload 5 tons of wood.

To charter

Refers to hire or to rent a vehicle such as an aircraft, ship or a motor cycle.

They decided to charter an aircraft to carry the foreign delegates from one city to another.

A charter plane

Refers to a plane which is hired for use by a particular person or group and which is not part of a regular service.

The company decided to arrange for a charter plane to transfer its employees from one place to another for all official purposes.

Spending power	Refers to the degree to which people can afford to spend money to buy products and services	The wage increment scheme gave employees an added spending power that hereby, increased sales of various brands.
A sales policy	Refers to a set of ideas or a plan of what to do in particular situations of sales that has been agreed to officially, by a group of people, a business organization, a government, or a political party	The sales policy demanded brands to pay a certain percentage of profits to the government.
Sales /sellings	Refer to the number of items sold.  Sales can also be referred to the department that sells a company's products.	US car sales got off to a hot start in January.
Purchases	<b>refer to number of items bought.</b>	There were 100 purchases made today of the new product launched in the market.
Selling price	the price at which an item is sold	The government tends to charge a percentage of the selling price.
Trade	the activity of buying and selling or exchanging goods and services between people or countries	The country's trade in manufactured goods has expanded in the last ten years.
For sale	Means available for purchase	I renovated my entire apartment, so it will be ready from the month of March for sale.

## On sale

Refers to available for purchase. "on sale" means that items for sale are being sold at a price lower than normal

This weekend, all laptops are on sale at 20% off

## An order form

Refers to a printed form on which a customer writes the details of a product or service he wishes to order. If you want to buy the car, you would have to quickly fill the order form online.

## A receipt

Refers to a small piece of paper that shows that payment has been made for the goods and services bought.

Make sure you are given a receipt for everything you buy.

## Upon receipt of invoice

Invoices that are due upon receipt refer to a situation when you're expecting to be paid as soon as possible after your client receives the invoice.

If you send out invoices that are due upon receipt, then you should make sure you offer an easy way so that clients can pay immediately ex PayPal

## A retailer

Refers to a person, shop, or a business that sells goods to the public

Retailers have reported that consumer spending fell over the last 12 months.

## The retail sales

Refers to the sales of goods to the public rather than to businesses, stores, etc., often considered in relation to economic activity as a whole.

Retail sales fell 0.3% in January.

## A wholesaler

someone who buys and sells goods in large amounts to shops and businesses:

The store manager called the wholesaler to complain about the damaged goods that had been delivered.

## A dealer

a person who trades in something

Belinda has always been interested in antiques

		and she became a dealer five years ago.
A rebate	Refers to the discount or reduction offered during a purchase.	The salesman offered Karen a rebate on her new car.
A discount	Refers to a reduction in the original price	They usually give you a discount if you buy multiple copies.
Mail order (sale )	the sale and ordering of goods by post, generally involving selection from a catalogue.	I often buy clothes by mail order.
To pay in full	Refers to pay completely	I was happy to pay the invoice in full and be free of debt.
A display	to put something or a collection of things in a prominent place so that it can be seen by the public	The company had a good display of its items on sale.
A shopping mall / shopping center	a group of stores with a common area for parking	There's a little shopping center next door with a bank and a dry-cleaning place.
The amount	Refers to a particular figure or sum of money	The amount due that they had to pay was huge
A bid	Refers to a specific offer or amount of money for something that is on sale	I made a bid of \$150 for the painting.
A takeover bid	An offer or attempt to take control of a company by buying enough of its shares, or the maximum amount of money quoted to buy an item on sale.	The company said it would consider a takeover bid.



Billing	the process of sending people bills demanding them to pay the money owed	The responsibilities for this job include communication with clients, billing, and filing documents.
To charge	to ask an amount of money for something, especially a service or activity	The bank charged commission to change my traveller's cheques.
To charge for	to ask an amount of money for something, especially a service or activity	The bank charged commission to change my traveller's cheques.
Charges	the amount of money that you have to pay for something, especially for an activity or service	The rent was inclusive of all charges.
Commodity	a substance or product that can be traded, bought, or sold	The country's most valuable commodities include diamonds
A consignment	Refers to an amount of goods that is sent somewhere	The most recent consignment of cloth was faulty.
To deliver	to take goods, letters, parcels, etc. to people's houses or places of work	Mails are delivered to our office twice a day.
Delivery	the act of taking goods, letters, parcels, etc. to people's houses or places of work	We get two deliveries of mail a day.
A draft	Refers to prepare a preliminary version of a document.	This is only a rough draft of the items the company plans to introduce next month.
Handling	the way that someone deals with a situation or person	Handling of customers in a right away is also a tricky strategy that

		companies need to develop in order to rise.
In bulk	something in large quantity	The brand decided to sell the items in bulk and finish the old stock.
To buy in bulk	To purchase or give money for something in large quantities	During the sale, he decided to buy the t-shirts in bulk.
An invoice	Refers to a detailed statement of charges on items bought or sold	The invoice covered all sales during the month of November.
An item	Refers to one unit / one piece	He intended to do a lot of shopping but eventually ended up buying just one item.
A lorry	Refers to a large truck	Ken got a job driving lorries across the country.
The mailman (US) / postman (GB)	a man whose job is to deliver and collect letters, etc. that are sent by post	Leave a note for the mailman that we'll be away next week.
An order	request to buy something	I am yet awaiting for an order that I made last week with Amazon.
To order / To place an order (GB)	To make a request to buy something	I already decided on gifts for my children but I have to order / place an order online.
/ To put in an order (US )		

To process an order	process or work-flow associated with the picking, packing and delivery of the packed items to a shipping carrier.	I need to process an order asap for a customer who has been waiting since a week for it to be delivered.
Out of stock	products that are out of stock are not available to buy in a store because they have all been already sold	You will be notified by email if any part of your order is out of stock.
The storage room	Refers to a place to put something	The company keeps all of its excess and unsold stock in the storage room of the delivery center.
A package	an item or set of items packed in a box, usually for orders to be shipped.	The courier facility has just delivered a package for you.
A parcel	an item or collection of items wrapped in paper to be carried or sent by post.	I had to sign for the parcel when I collected it from the post office.
A quotation / an estimate	Refers to a formal statement setting out the estimated or approximate cost for a particular job or service.	The company made a quotation worth 1 million for the new services to be offered.
A registered mail	Postal service in which a receipt is issued to the sender of a mail and the mail's destination address is recorded in a register.	We recommend that valuable items be sent by registered mail.
A shipment	Goods sent in large amount or in bulk from one place to another	A shipment of urgent medical supplies is expected to arrive very soon.

## To Unpack

to open and remove the contents of a package, parcel etc

I haven't even had time to unpack the package that arrived yesterday.

## To wrap

to cover or surround something with paper, cloth, or other material

She wrapped the present and tied it with ribbon.

## Packaging

The business or process of packing goods.

Packaging is one of the key step during the process of order processing.

## A fleet of vehicles

A group of motor vehicles owned or leased by a business,

Ex, car rental companies, taxi cab companies etc.

## Economy



Vocab	Definition
<b>Asset-stripping (noun)</b>	the practice of buying a company which is in financial difficulties at a low price and then selling everything that it owns in order to make a profit
<b>Bailout (noun)</b>	an act of giving money to a company, a foreign country, etc. that has very serious financial problems

Black market (noun)	an illegal form of trade in which foreign money, or goods that are difficult to obtain, are bought and sold
Boom (noun)	sudden increase in trade and economic activity; a period of wealth and success
broker/stockbroker (noun)	a person or an organization that buys and sells shares for other people
Budget (noun)	the money that is available to a person or an organization and a plan of how it will be spent over a period of time
Budget (verb)	[intransitive, transitive] to be careful about the amount of money you spend; to plan to spend an amount of money for a particular purpose
Capitalism (noun)	an economic system in which a country's businesses and industry are controlled and run for profit by private owners rather than by the government
Collapse (verb)	a sudden fall in value
Competition (noun)	[uncountable] <b>competition (between/with somebody) (for something)</b> a situation in which people or organizations compete with each other for something that not everyone can have
Competitor (noun)	a person or an organization that competes against others, especially in business



Consolidate (verb)	[transitive, intransitive] <b>consolidate (something)</b> ( <i>specialist</i> ) to join things together into one; to be joined into one
Corporate (adj)	connected with a <b>corporation</b>
Depreciate (verb)	[transitive] <b>depreciate something</b> ( <i>business</i> ) to reduce the value, as stated in the company's accounts, of a particular <b>asset</b> over a particular period of time
Depression (noun)	[countable, uncountable] a period when there is little economic activity and many people are poor or without jobs
Deregulate (verb)	[often passive] <b>deregulate something</b> to free a trade, a business activity, etc. from rules and controls
Dividend (noun)	an amount of the profits that a company pays to people who own shares in the company
downtrend/downturn (noun)	situation in which business activity or performance decreases or becomes worse over a period of time
Entrepreneur (noun)	a person who makes money by starting or running businesses, especially when this involves taking financial risks
Equilibrium (noun)	a state of balance, especially between opposing forces or influences
Employment (noun)	1 [uncountable, countable] work, especially when it is done to earn money; the state of being employed

<b>Fair-trade (adj)</b>	involving trade which supports producers in developing countries by paying fair prices and making sure that workers have good working conditions and fair pay
<b>Fiscal (adj)</b>	connected with government or public money, especially taxes
<b>Fraudulent (adj)</b>	connected with government or public money, especially taxes
<b>Free enterprise (noun)</b>	an economic system in which private businesses compete with each other without much government control
<b>Free market (noun)</b>	an economic system in which the price of goods and services is affected by supply and demand rather than controlled by a government
<b>Free trade (noun)</b>	a system of international trade in which there are no restrictions or taxes on imports and exports
<b>Globalisation (noun)</b>	the fact that different cultures and economic systems around the world are becoming connected and similar to each other because of the influence of large <b>multinational</b> companies and of improved communication
<b>Hyperinflation (noun)</b>	a situation in which prices rise very fast, causing damage to a country's economy
<b>Incentive (noun)</b>	[countable, uncountable] <b>incentive (for/to somebody/something) (to do something)</b> something that encourages you to do something

<b>Inflation (noun)</b>	a general rise in the prices of services and goods in a particular country, resulting in a fall in the value of money; the rate at which this happens
<b>Insider trading (noun)</b>	the crime of buying or selling shares in a company with the help of information known only by those connected with the business, before this information is available to everybody
<b>Instability (noun)</b>	the quality of a situation in which things are likely to change or fail suddenly
<b>Interest (noun)</b>	[uncountable] <b>interest (on something)</b> ( <i>finance</i> ) the extra money that you pay back when you borrow money or that you receive when you invest money
<b>Investment (noun)</b>	[uncountable] the act of investing money in something
<b>Interventionism (noun)</b>	the policy or practice of a government influencing the economy of its own country, or of becoming involved in the affairs of other countries
<b>Laissez-faire (noun)</b>	the policy of allowing private businesses to develop without government control

<p><b>Launder (verb)</b></p>	<p><b>launder something</b> to move money that has been obtained illegally into foreign bank accounts or legal businesses so that it is difficult for people to know where the money came from</p>
<p><b>Leveraged buyout (noun)</b></p>	<p>a business arrangement in which someone buys a company by borrowing money based on the value of the company that is being bought</p>
<p><b>Liquidity (noun)</b></p>	<p>the state of owning things of value that can easily be exchanged for cash</p>

## Shopping



**advertising campaign:** a series of advertisements to persuade people to buy something

**big brand names:** large well-known companies or product names

**to be careful with money:** to not over-spend

**carrier bag:** bags (usually plastic) supplied by shops

**customer service:** the degree to which customers are treated well

**to get into debt:** to owe money

**to give someone the hard sell:** to put pressure on someone to buy something

**high street names:** well-known shops

**independent stores:** small shops independent of large companies

**local shops:** community shops

**loyalty card:** a card issued by a shop to allow customers to save money on the basis of what they spend

**must-have product:** a product that is very popular that a lot of people want to have

**to be on a tight budget:** to have a limited amount of money to spend

**to be on commission:** to pay someone in relation to the amount they sell

**a pay in cash:** to pay for something using coins or paper money

**to pay the full price:** to pay the full amount for something

**to pick up a bargain:** to buy something much cheaper than the normal price

**to run up a credit card bill:** to owe money on a credit card

**to shop around:** to try different shops to find the best deal

**shop assistant:** the person who serves customers



**to shop until you drop:** to do a lot of shopping

**to slash prices:** to reduce prices a great deal

**to snap up a bargain:** to buy something quickly that is being sold cheaply

**summer sales:** a period in the year when things are sold cheaply

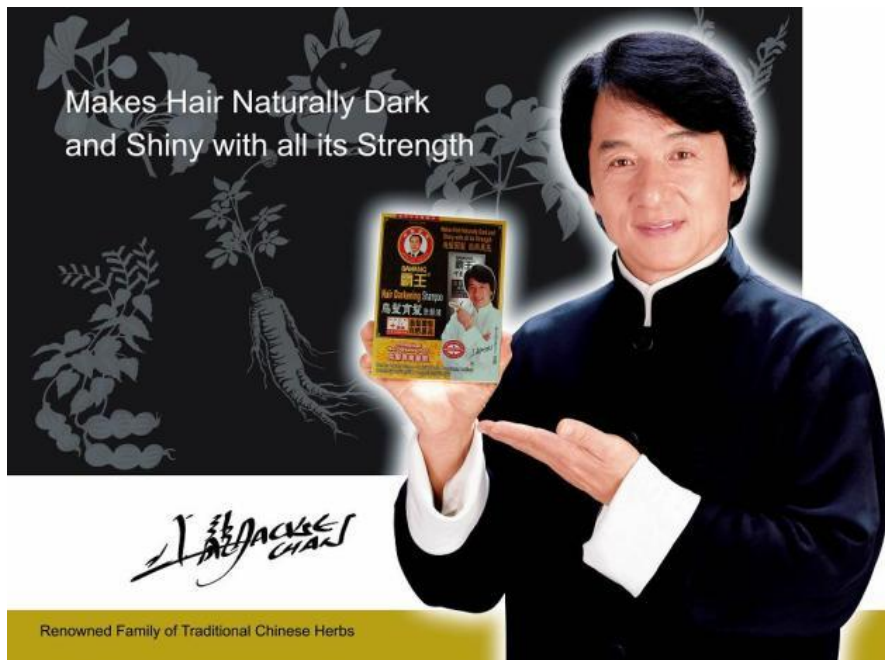
**to try something on:** to see if an item of clothing fits or is suitable

**to be value for money:** to be worth the cost

**window shopping:** to visit a store to look at items without the intention of buying anything

## Articles To Read:

### 1.What Do We Know About Celebrity Endorsement in Advertising?



John B. Ford

Celebrity endorsement in advertising is grounded in a common marketing assumption: Corporations have realized for some time that celebrity

endorsers can enhance advertisement credibility and liking as well as brand image, awareness, and purchase behavior. Celebrities have built-in images and followers, both powerful influencers to potential consumers.

The right choice for an endorser can be an important decision for an advertiser. In **“Enhancing Brand Credibility via Celebrity Endorsement: Trustworthiness Trumps Attractiveness and Expertise”** (please see page [16](#)), Stephen W. Wang (National Taiwan Ocean University) and Angeline Close Scheinbaum (University of Texas at Austin) analyzed the airline industry and examined source-credibility theory and its impact on brand performance for celebrity endorsements. Using 637 travelers, they assessed the role of trustworthiness, attractiveness, and endorser expertise on brand credibility and preference.

They found that much depends on the involvement of the consumer with the industry involved. They discovered that “trustworthiness trumps beauty attractiveness and credibility when it comes to celebrity-endorsement source characteristics in the airline industry—where trust is especially paramount.” They suggest that “advertisers using celebrity endorsement should feature an attractive celebrity who is perceived to be trustworthy to best influence both their low- and their high-involvement consumer base.” They also recommend that “in a global industry such as airlines, such a celebrity should be internationally recognized.”

Celebrities will have different levels of connection with those who follow them. This can affect the reaction of consumers to the endorsement relationship, and that, in turn, may depend on the profession of the celebrity. In **“The Dual Entertainment Theory in Celebrity Endorsements: The Role of Celebrity Worship and Profession,”** (please see page [33](#)), Subhadip Roy (Indian Institute of Management Udaipur) and Aditya Shankar Mishra (IBS Hyderabad) found that, in India and in the U.K., “Different motives are instrumental in the celebrity effect on the worshippers versus nonworshippers.”

Their research demonstrated that “celebrities from more glamorous professions, such as film actors, are perceived differently than celebrities from performance-oriented professions, such as sports.” They discovered “playful motives to be more relevant for celebrities from a glamorous profession, whereas aspirational motives became more relevant for celebrities related to a performance-related profession.”

Finally, the authors state that “the effect of celebrity endorsements on consumers might be generalizable to some extent, whereas the final outcome (*i.e.*, brand attitudes) might be dependent on the celebrity profession and brand novelty.”

Besides offering many benefits for the endorsed brand, celebrity endorsements also can have a negative impact. This was painfully apparent in the effects of personal scandals involving such famous spokespersons as Tiger Woods, Lance Armstrong, Martha Stewart, and O. J. Simpson. Offsetting negativity with more positive attitude on the part of sponsors may offer a means to improve brand image.

A team of Australian researchers studied the impact of a smile perceived to be genuine (a Duchenne smile) and a pre-existing negative attitude toward a celebrity in “**How a Smile Can Make a Difference—Enhancing the Persuasive Appeal of Celebrity Endorsers: Boosting Consumer Perceptions of Celebrity Genuineness Through the Use of a “Duchenne Smile” in Advertising**” (please see page [51](#)). Jasmina Ilicic (Monash University) and two authors from The University of Newcastle, Australia (Alicia Kulczynski and Stacey M. Baxter) studied 340 respondents and found that “altering the depiction of the celebrity in advertising can influence consumer perceptions of the celebrity's genuineness.” They offer that consumers will “perceive a celebrity to be less genuine when they: 1) have a negative attitude toward the celebrity and 2) are exposed to a celebrity displaying a non-Duchenne (fake) smile.” On the other hand, “when a celebrity is featured in an advertisement displaying a Duchenne (genuine) smile, consumers will: 1) perceive the celebrity to be more genuine and 2) report more favorable attitudes toward the advertisement and greater purchase intention.”

The authors finally suggest “that even if things go astray and celebrities fall from grace, careful execution of advertising can counteract negative associations held with a celebrity, meaning that premature dumping and replacement of celebrity endorsers may be avoided.”

One way to assess the quality of celebrity endorsements is to examine the impact of the endorsement on stock-market returns. In “**The Market Value of Celebrity Endorsement: Evidence from India Reveals Factors that Can Influence Stock-Market Returns**” (please see page [65](#)), Arpita Agnihotri (Pennsylvania State University Harrisburg) and Saurabh

Bhattacharya (Newcastle University Business School, U.K.) examined market value of firms and endorsement announcements and found that abnormal stock returns were possible under certain types of circumstances in the Indian market. Their results demonstrate that “announcement specificity and celebrity reputation can increase the abnormal returns.” This is due to the fact that “more specific and detailed financial information is valued more highly by investors.”

## 2. What Do We Know About TV in the Digital Age?

With the proliferation of new vehicles as entertainment options, multiple screens are cutting into the traditional lock that traditional TV has held on viewers. Marketers have options unimaginable a decade ago for digital-video advertising as an advertising medium of choice. To take some of the mystery out of the new offerings, advertising and marketing researchers have focused on the burgeoning number of video choices. And, this current edition of the *Journal of Advertising Research* offers up a series of studies that examines the current state of TV/video knowledge.

In **“Why Knowledge Gaps in Measurement Threaten the Value of Television Advertising: The Best Available Screen for Brand Building Is at a Crossroads”** (please see page [9](#)), Artie Bulgrin (MediaScience) suggests that TV is clearly the best vehicle for brand building, but “as television evolves with digital ... gaps in knowledge about how to measure effectiveness are undermining advertisers' confidence in the medium.” Bulgrin—for 21 years, ESPN's research chief—makes the case that “standardized, cross-platform measurement is necessary to truly leverage and balance television's value at the top and the bottom of the marketing funnel.”

Nonetheless, data demonstrate that companies gradually are increasing their investments in digital-video advertising, which is taking away investments in traditional TV advertising.

In **“Allocating Spending on Digital-Video Advertising: A Longitudinal Analysis across Digital and Television”** (please see page [14](#)), Nazrul I. Shaikh (University of Miami), Mahima Hada (City University of New York),

and Niva Shrestha (Nielsen, Inc.) studied investments in terms of media efficiency and saturation using longitudinal data and found that “digital-video advertising was highly effective and efficient but showed quicker saturation.” They also found that “at the spend level that yielded the highest ROIs, digital-video advertising provided a higher ROI than television advertising, because of its higher retention rates and lower execution costs.” The authors further warn that companies should be “cautious about a headlong plunge into moving dollars from traditional television to digital video.”

Ad frequency and purchase intentions are re-examined in the third article, **“Revisiting the Relationship between Ad Frequency and Purchase Intentions: How Affect and Cognition Mediate Outcomes at Different Levels of Advertising Frequency”** (please see page [27](#)). Jennifer Lee Burton (University of Tampa), Jan Gollins (Delta Modelling Group), Linda E. McNeely (Mississippi University for Women), and Danielle M. Walls (BDJ Solutions) employed a sample of 651 consumers using Super Bowl television advertisements and the ability to repeat exposures and found that the traditional view of wear-out is no longer valid. In fact, the authors discovered, at least 10 exposures are necessary to ensure complete marketing efficiency, noting that “frequency ... can serve as a proxy for consumers' stage in the consumer decision-making process.”

In **“An Examination of Television Consumption by Racial and Ethnic Audiences in the U.S.: Implications for Multicultural Media Planning and Media Measurement”** (please see page [40](#)), J. P. James (Salem State University) and Tyrha M. Lindsey-Warren (Baylor University) examined television consumption across a variety of U.S. ethnicities. Advertisers, the authors determined, should “segment ethnic audiences by demographics, psychographics, and attitudes—just like they do for the overall, general-market population.” They also advise against “(relegating) multicultural media planning solely to ethnic-media networks,” and conclude: “Television plays a substantial role in American society—especially among minority segments—as a medium to communicate entertainment, information, and news.”

Advertising-effectiveness measurements are more important than program ratings, and new research examines the value inherent in developing a mechanism that converts minute-by-minute people-meter data to second-by-second ratings. In **“Converting People-Meter Data from Per-Minute**

**to Per-Second Analysis: A Statistical Model Offers a Closer Look at TV Ad Avoidance and Effectiveness**”(please see page [53](#)), Lianlian Song and Peng Zhou (Nanjing University of Aeronautics and Astronautics), Geoffrey Tso (City University of Hong Kong) and Hingpo Lo (University of Hong Kong) developed a technique that enabled advertisers to accurately see more clearly how people react to their ads in real time. The authors find that “people-meter data commonly are accurate to one minute.” They add, however: “Advertisements usually are shorter than one minute—perhaps 15 seconds” and insist “minute data cannot indicate the change of audience number in each second of a commercial spot.”

Finally, in **“Advertisements in DVR Time: The Shelf Life of Recorded Television Commercials in Drama, Reality, and Sports Programs**” (please see page [73](#)), Bob Kent (University of Delaware) as well as Buffy N. Mosley and David A. Schweidel (Emory University) studied time-shifted television viewing and advertisement exposure. They found that the majority of DVR advertisements are fast-forwarded, but this depends on the genre involved: “Dramas were viewed more often by DVR, often at longer delays from live, with consequences for the timing of normal-speed advertisement views.” Furthermore, they suggest: “Sports and reality programs with fewer day-shifted advertisement views may be beneficial when advertisement messages promote one-day sales or the opening weekend of new films.”



# Words with Translations

advertising budget	рекламный бюджет
“below-the-line” advertising	нестандартная реклама
direct mail	прямые рассылки
billboards	рекламные щиты
in-store promotions	промо-акции в магазинах
telemarketing	телемаркетинг
sponsoring events	спонсирование событий
advertising entices children to drink and smoke	реклама искушает детей пить и курить
marketing campaigns	маркетинговые кампании
to shape preferences	формировать предпочтения
to promote junk food on television	продвигать нездоровую пищу по телевидению
to impose restrictions on the marketing of tobacco and alcohol	ввести ограничения на продвижение табака и алкоголя
to ban adverts	запретить рекламу
to hook children	подцепить детей на крючок
food promotion	продвижение продуктов питания
conventional commercials	обычные рекламные ролики
children’s exposure to junk-food marketing	подверженность детей продвижению нездоровой пищи
children’s vulnerability	уязвимость детей
a splendid audience	отличная аудитория
the influence of marketing on minors	влияние маркетинга на детей
legislation to curb marketing to children	законы, ограничивающие продвижение детям
children might be manipulated by a commercial	дети могут попасть под манипуляцию рекламных роликов
such marketing contributes to childhood obesity	такой маркетинг способствует детскому ожирению
children are gullible	дети доверчивы
to shield children from marketing	защитить детей от маркетинга
product placement	непрямой показ продукции (в фильмах)
glossy magazine ads	реклама в глянцевых журналах

consumers can be targeted by internet advertisers	потребители могут стать мишенью интернет-рекламодателей
a surge in online advertising	всплеск интернет рекламы
getting value for money	получать качество за потраченные деньги
consumers are becoming far more sophisticated	потребители становятся более сложными
“viral” marketing	вирусный маркетинг
consumer resistance to the growing intrusiveness of advertising	сопротивление потребителя всё растущей назойливости рекламы
people often reject traditional ads	люди часто отвергают традиционную рекламу
unscrupulous marketing techniques	безнравственные маркетинговые техники
unethical marketing	неэтичный маркетинг
the companies violate ethical marketing codes	компании нарушают этический кодекс маркетинга
drug companies make inaccurate claims about the safety	фармацевтические компании делают неправдивые утверждения о безопасности
doctors are offered incentives to prescribe drugs	докторам предлагают вознаграждение за назначение лекарств
misleading information	вводящая в заблуждение информация