

IELTS Vocabulary : band 7-9 phrases

(아이엘츠 보카 정리 - 광고)

아이엘츠 스피킹 파트1

Examiner: Are there any TV channels in your country that don't have adverts?

Loraine: No ... they're all **commercial channels** and **show adverts** all day long ... too many really ... and there's also a lot of **product placement** going on ... especially in soap operas where they place an item just behind the actors.

Examiner: Do you enjoy watching adverts on TV?

Karin: No ... not really ... I hate **commercial breaks** during a film ... it really spoils the flow ... and during **prime time** viewing they seem to squeeze even more ads in than usual ... **celebrity endorsements** also get on my nerves ... everyone knows they're only doing it because they're getting paid.

Examiner: What are the best ways for ordinary people to advertise something they want to sell in your country?

Marianne: The simplest way is to **place an advert** in something like the **classified ads** section of a local paper ... or there's the Internet of course ... there are lots of sites like eBay where you can **buy and sell** things online.

아이엘츠 스피킹 파트2

Describe an advert you once saw that was very effective. You should say

- where this advert appeared
- when you saw it
- what it was advertising

and say why you thought it was so effective.

Max: OK ... well this was about 4 years ago ... I was looking for some software to create videos ... one day I got an email from a **mailing list** I'd signed up to ... there was a link in it to a **press release** ... a company had written something about a new product that was similar to what I was looking for ... at the end of the press release there was a link to the **sales page** ... I hadn't heard of the company but I was interested and clicked the link to the ad what caught my attention immediately were the number of testimonials from people who had bought the software ... I think testimonials are like the online equivalent of **word of mouth** advertising and are really persuasive ... anyway ... when I got to the bottom of the page there was a great big **call to action** button inviting me to buy ... I was totally persuaded and ended up making a purchase ... what made it so effective I think was the power of those testimonials ... they'd been written by people very much like me ... they'd had a need and the software had obviously turned out to be just what they were looking for ... when you think that this was a newish company they wouldn't have had any **brand awareness** at all ... they probably wouldn't have had much of a budget for advertising ... obviously you wouldn't advertise a product like this through the **mass media** on TV ... they probably didn't even have an **advertising agency** to support them ...and yet they'd managed to create a great deal of **brand loyalty** from previous customers ... I think that was really effective.

아이엘츠 스피킹 파트3

Examiner: What is it that makes an advert effective?

Spencer: Well ... when a company **launches a product** they have to consider the Internet ... especially how it can be used to spread the word on **social media** ... so in this context a video that **goes viral** is probably the most effective type of advert you could make.

Examiner: What are the advantages to companies of advertising on the Internet rather than TV?

Stelios: I'd imagine the main advantage is you can reach your **target audience** much more effectively ... if you bring out a **niche product** for example ... or you have a tight **advertising budget** ... you can advertise on particular sites that the people you want to reach visit ... that's not something you can do on TV.

Examiner: What things do advertising companies do that might give it a bad name?

Raol: For me the most irritating is **cold calling** ... we must get two or three of these every day at work ... then there's **junk mail** that gets posted through the letterbox ... and of course the online equivalent of this ... **spam emails** ... I think it's this kind of advertising that tends to annoy people.

Definitions

- **advertising agency:**
a company that creates adverts for other companies
광고 대행사
- **advertising budget:**
the amount of money a company decides to spend on advertising
광고 예산
- **brand awareness:**
how well people know a particular brand
브랜드 인지도
- **brand loyalty:**
the degree to which people continue to buy from the same brand or company
브랜드 충성도
- **buy and sell:**
often used to refer to the buying and selling of items between individuals
사고 팔다
- **call to action:**
something that encourages someone to take a particular action, such as making a purchase or clicking a link on a website
클릭 유도 (마케팅 용어)
- **celebrity endorsement:**
to have a well-known person promote a product
유명인이 보증하는 (광고하는)
- **classified ads:**
small advertisements often put in a newspaper or magazine by individuals
안내 광고

- **to cold call:**
to call someone with the aim of selling something without them asking you to do so
판촉 전화
- **commercial break:**
the short period during TV programmes when advertisements are shown
방송 중 광고
- **commercial channel:**
TV channels that make money from showing advertisements
광고 채널
- **to go viral:**
to quickly become extremely popular on the Internet through social media
입소문을 타다
- **junk mail:**
unwanted promotional leaflets and letters
광고 메일
- **to launch a product:**
to introduce a new product
새 제품을 출시하다
- **mailing list:**
a list of names and contact details used by a company to send information and advertisements
메일링 리스트
- **mass media:**
large media outlets like TV, newspapers and magazines
대중 매체
- **niche product:**
a product that is aimed at a distinct group of people
틈새 제품

- **to place an advert:**
to put an advert somewhere
광고를 놓다
- **press release:**
something written by a company for newspapers and magazines and websites to share and publish
보도 자료
- **prime time:**
the time during the viewing schedule when most people watch TV or listen to a broadcast
황금 시간대
- **product placement:**
to advertise a product by using it as a prop in a TV show or film
간접 광고
- **sales page:**
a page specifically used to promote a product or service
광고 페이지
- **to show adverts:**
to display adverts on TV
광고를 보여주다
- **social media:**
websites that enable users to create and share content or to participate in social networking.
소셜미디어
- **spam email:**
unwanted, promotional email
광고 이메일
- **target audience:**
the people a company want to sell their product or service to

광고 타겟층

- ***word of mouth:***

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

말로 전해지는 (입소문)