

ENTREPRENEURSHIP &
Marketing
Advertising

What is marketing?

The process through which goods and services **move** from concept to the customer. It includes the coordination of four elements called the 4 P's of marketing.

What are the
4Ps of
marketing?

Product
Price
Placement
Promotion

What is advertising?

The activity or profession of producing information for **promoting** the **sale** of commercial products or sales.

Where do you seem
most of your
advertisements?

Where can/do you
see ads in schools?

What about an ads
make you want to
buy the product?

What is your
favourite TV
advertisement?
Why?

In Pairs: Match the
Slogan to the
Brand.

Faster pair wins!

Just do it.

Because I'm worth it.

Have a break, have a ...

I'm lovin' it.

Kills Germs Dead.

Connecting People.

Obey your thirst.

Betcha can't eat just one.

Hungry? Grab a ...

No more tears.

Think different!

Always ...

Melts in your mouth, not in your hands.

Impossible is nothing.

It Gives You Wiings.

In tests, eight out of ten owners said their cats preferred it.

Life's Good

Domestos

Johnson's Baby

Sprite

Red Bull

Kit Kat

L'Oréal

M&Ms

Whiskas

LG

Nokia

McDonald's

Lay's Potato Chips

Snickers

Nike

Apple

Coca Cola

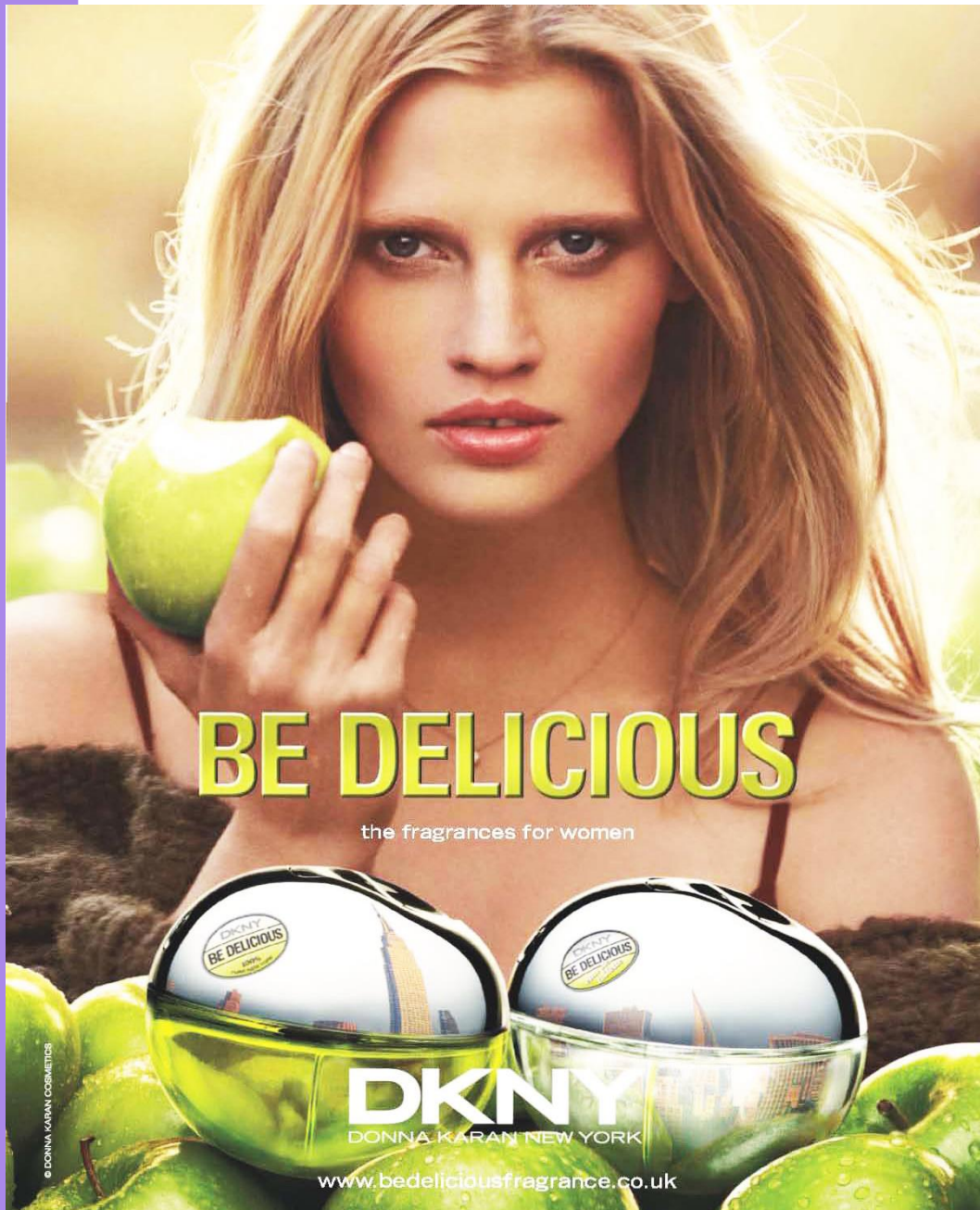
Adidas

Vocabulary

- Advertisement
- Advertiser
- Advertising
- Campaign
- Billboard
- Brand
- Buyer
- Commercial
- Consumer
- Logo
- Purchase
- Sale
- Seller
- Slogan

Advertising strategies

- Ideal kids or families
- Family fun
- Excitement
- Star power
- Repetition



- What can you see in this ad?
- What is the ad for?
- How do you know?
- Is it easy to tell?
- Does it make you want to buy this product?



- What can you see in this ad?
- What is the ad for?
- How do you know?
- Is it easy to tell?
- Does it make you want to buy this product?



- What can you see in this ad?
- What is the ad for?
- How do you know?
- Is it easy to tell?
- Does it make you want to buy this service?

ADVERTISING

TECHNIQUES

TRANSFER

- They transfer a feeling that you have already to a product.
- E.G.: Using turkish flag, etc. To sell a turkish product.



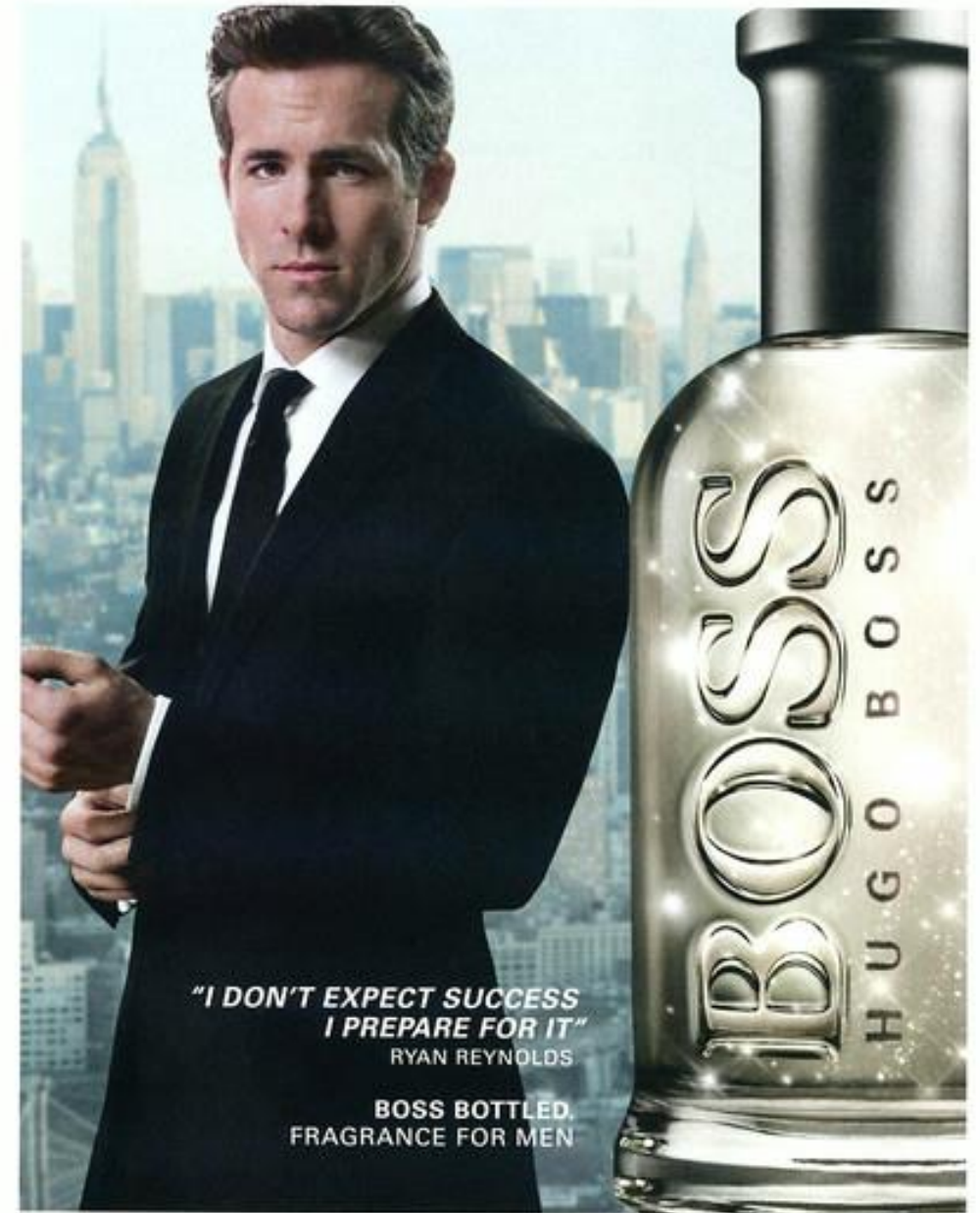
GLITTERING GENERALITIES

- They use emotionally appealing words.
- Their appeal is to emotions such as **love of country** and **home, desire for peace, freedom, glory**, etc.
- They ask for approval without examination of the reason.

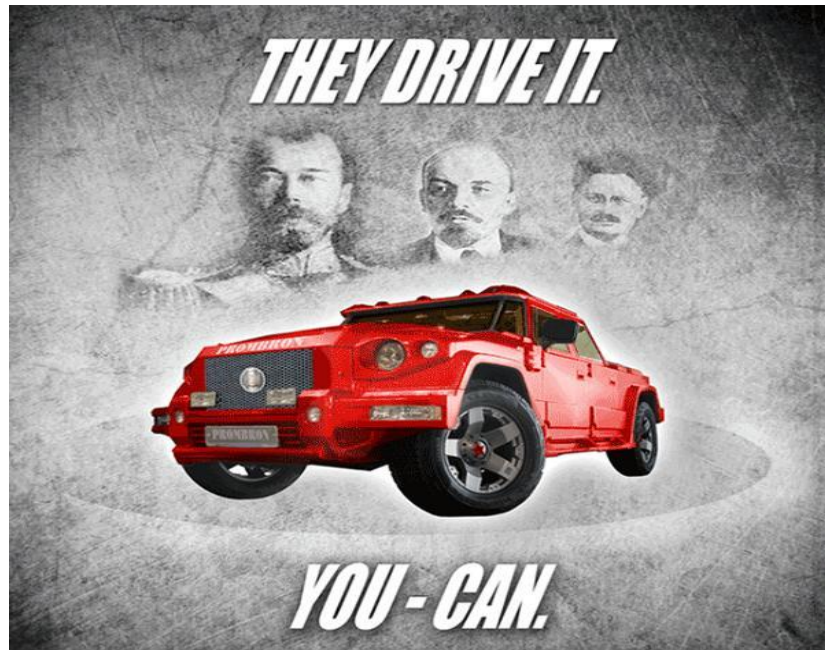


SNOB APPEAL

- This technique suggests that you can be like the expensively dressed, perfectly shaped people who use this product.



BOSS
HUGO BOSS



PROMBRON® (ex.RussoBaltique) MONACO.RED.DIAMOND.
World presentation at Top Marques Monaco 2010.



FACTS AND FIGURES

- Giving exact data, real numbers

less **guilty.**
more **pleasure.**

100 calories



fried chips	kettle style chips	popchips
fat.6.6g	fat.6g	fat.3g
carbs.10g	carbs.10.6g	carbs.15g
protein.1.3g	protein.0.6g	protein.1g
fiber.1.3g	fiber.1.3g	fiber.1g



crunch the numbers. popchips are never fried (unhealthy) and never baked (undelicious). we take a little heat, add some pressure and pop! you've got a delicious snack with just 100 calories, 3g of fat and 17+ chips per single serve bag. so share some popped love. and don't let your friends eat fried.

popchips.com

PLAIN FOLKS

- They introduce us the «average joe».
- It helps us to emphasize with him.
- It gives the audience a sense of trust and comfort.



BRETT FAVRE
OF THE 14 WANKLED BROTHERS

Brett Favre

Wrangler
★★★★★
FIVE STAR
Premium Denim

YOU CAN COUNT ON WRANGLER.
COMFORT. QUALITY. VALUE.

NOW THROUGH SATURDAY, 4/30

OUR
THANK YOU
EVENT

— CARDHOLDER EXCLUSIVE —

40% OFF*

your purchase when you use an Old Navy Card or any Gap Inc. credit card.

NO EXCLUSIONS ONLINE for Cardholders**

Use code **THANKYOU**

Coca-Cola

TESTIMONIAL

- Famous people recommend an idea or a product.



TESTIMONIAL

- Famous people recommend an idea or a product.



BANDWAGON

- They use the idea that everyone buys this product.
- «Don't be the only one without it.»



BANDWAGON



GREAT LASH[®]
MASCARA

AMERICA'S FAVORITE MASCARA!

100% OF GREAT LOOKS,
1 GREAT LITTLE TUBE.

NO WONDER ONE IS SOLD
EVERY 1.7 SECONDS!

GO TO FACEBOOK.COM/MAYBELLINE-NY
TO SEE HOW THE GIFT IS WRAPPED UP
FOR CHRISTMAS. JOIN US FOR THE HOLIDAY!

MAYBELLINE
NEW YORK

MAYBE SHE'S BORN WITH IT. MAYBE SHE'S MAYBELLINE.

AMERICA'S #1 CONCEALER[®]
shape tape concealer

shape tape
contour concealer
correcteur contours

before
after

Imani is wearing concealer in tan,
no retouching

VEGAN
quickie blending
sponge \$16

conceal • contour • highlight

shape tape concealer

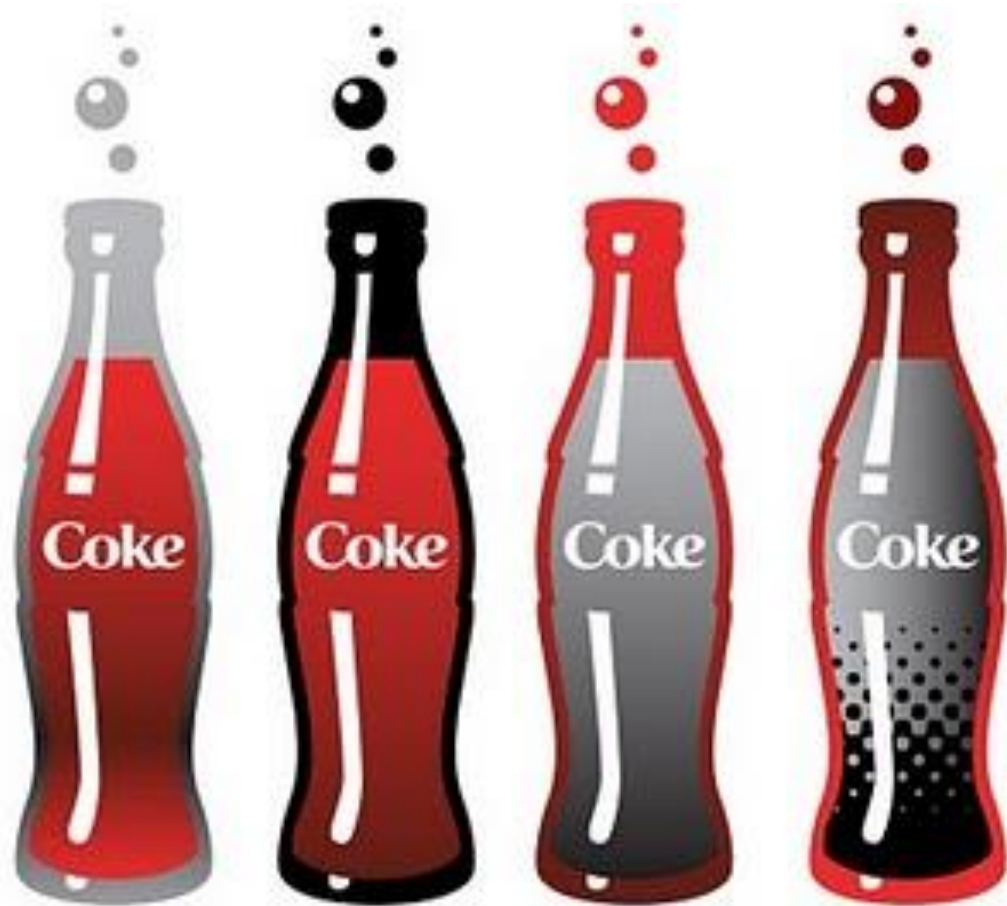
WIT & HUMOUR

- Using a sense of humour.





REPETITION



The BIG sale
The BIG sale
The BIG sale
...ends friday