

TV Ad English & Strategy

Discussion & Role-Play

Level 1

Michael Dyer

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Unit Commercial Title

Company

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2. Wish Granted	Toyota RAV4	7
3. You Are More Beautiful Than You Think	Dove	13
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First Impressions

1. What is the product being advertised?
2. Who do you think the target audience is?
3. What is the setting of the commercial?
4. Who are the characters in this commercial?
5. What is the storyline of this commercial?



Key Vocabulary

☐ behold...	It is glorious to behold the sight of the sun sparkling on the water.
☐ actually	The plane wreck was actually found 5000 km off course.
☐ considered	In those days burgundy was considered the color of royalty.
☐ apparently	They found no fingerprints, but it had apparently been wiped clean.
☐ at a time	Sometimes I sit and do homework for hours at a time .
☐ here we have	And here we have your main course. Bon appétit!
☐ just like	Your dog is so cute. We had one just like it when I was a kid.
☐ most... of all	Most motivating of all was what the speaker said at the end.
☐ all... long	I'm so tired from work. I'm planning to rest all weekend long .
☐ I mean	There's no sense in worrying. I mean , you may have passed the test.

What happened?

1. Do these aliens consider the Rubik's Cube difficult?
2. What do they think was a 21st Century torture device?
3. What do they think was the human alphabet?
4. What do humans and these aliens have in common?
5. What do they say caused a civil war?
6. What live person is on display in this exhibition?
7. What is included in the price of admission?
8. What does the tour guide say is most amazing of all?
9. Why did the alien kill the other alien?
10. Can the Quadmorgurt come back to life?

Notes

Mini Dialog

Complete the dialog with words and phrases from the Key Vocabulary list

David: _____! You see before you the new office manager.

Ryan: What? You got the job. Wow! Congratulations, David.

David: Yes. _____, I didn't think I would get it, but _____ they thought I was perfect for the job.

Ryan: Of course you are. You'll be an amazing manager.

David: It'll be a lot of hard work. It'll mean working ___ day ___, every day of the week just at first. And _____ important _____, I'll have to study for hours _____ in the evenings at home, as well.

Ryan: Yes, I can see that's going to be difficult for you. You'll have all that extra work to do just when you want to be at your best.

David: It's _____ the studying that I'm not sure about. It'll be _____ being back at school. I haven't had to do anything like that since I was a boy. And _____ I wasn't _____ Einstein or anything back then. I hadn't expected that I'd be studying again when I applied for the job.

Ryan: Oh, you'll be okay. You've got the brains for it. You'll be great. I can't wait to tell everybody the good news. Come on! Hey, listen up, everyone. _____ your new office manager. I give you - David!

Paraphrasing

Rewrite these sentences with phrases used in the dialog above

1. You're clever enough to do it.

2. I didn't think about it when I tried for the job.

3. I understand it's going to be hard for you.

4. I'm excited about telling everyone what's happened.

5. I haven't had to study anything for years.

Ad Analysis

Outline

Brand: _____ Product: _____ Year: _____ Setting: _____

People who appear in the commercial

Age: _____ Gender: _____ Social Class: _____

Context in which the people appear

When: _____ Where: _____ How: _____

Target Audience

Age: ☐ children ☐ teenagers ☐ adults ☐ elderly ☐ any age

Gender: ☐ male ☐ female ☐ both

Marital status: ☐ single ☐ married ☐ both

Target group: _____

General Description

Tone: ☐ humorous ☐ serious ☐ exciting ☐ sad ☐ sarcastic

Narration: ☐ monologue ☐ dialogue ☐ voice-over

Marketing Strategy

- | | | | |
|---|---|---|---|
| ☐ ad movie | ☐ dramatic conflict | ☐ mini fiction | ☐ special effects |
| ☐ animation | ☐ emotional response | ☐ parody | ☐ spokesperson |
| ☐ association | ☐ hidden message | ☐ popular media | ☐ surrealism |
| ☐ attractive visuals | ☐ high volume | ☐ product comparison | ☐ testimonial |
| ☐ bandwagon | ☐ humor | ☐ realism | ☐ unique selling point |
| ☐ deliberate wording | ☐ jingle | ☐ slogan | ☐ voice-over |

Key Language

Positive words: _____

Negative words: _____

Verbs: _____

Idioms: _____

Set phrases: _____

First Impressions

What is the first thing that caught your attention? Why?

Product Values

- | | | |
|--|-------------------------------------|---|
| ☐ satisfies a physical need | ☐ health | ☐ sensuality |
| ☐ more efficient service | ☐ romance | ☐ social authority |
| ☐ better self-image/life | ☐ friendship | ☐ better price |
| ☐ safety | ☐ power | ☐ easy use |
| ☐ status | ☐ glamour | ☐ better quality |
| ☐ enjoyment/happiness | ☐ time | ☐ new identity |
| ☐ comfort | ☐ money | ☐ idea |

Critical Analysis

Do you think this commercial would be effective? Why or why not?

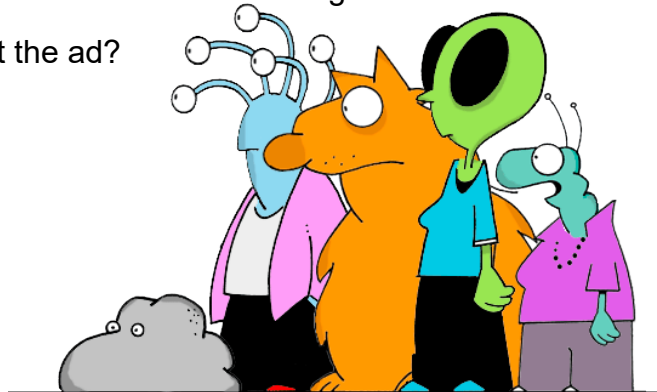
Jingles

Jingles are short messages about a company or product put to music. First used in a radio advertisement in 1926 with the lyrics, “Have you tried Wheaties?” they remain a successful advertising technique today. But just why are jingles so effective? Research shows that music increases recall, and that a message added to an easy-to-remember tune can be remembered for years. Jingles make use of repetition to aid memorability in two ways. Heard on occasion in an advertisement, the song is learned. Further repetition is then created as the jingle lingers in the mind of the consumer and is hummed or sung. In this way, jingles generate free and often perpetual brand reinforcement for the advertiser. Many jingles also live on in popular media, such as in songs and in movies, giving the advertiser additional airplay. Jingles are a part of branding and develop familiarity. Uplifting jingles help the consumer associate the product with positive feelings, and the mere sight of the product may trigger memory of the jingle and the product message it contains.

1. Why may advertisers prefer to use popular songs rather than jingles these days?
2. Why might people be more likely to buy a product they remember the jingle for?
3. What kind of jingles may not be effective?

Discuss the Strategy

1. Why are the main characters in this commercial aliens?
 - a. to make fun of humanity
 - b. to give an objective account of humanity
 - c. to suggest that humans are relatively primitive
 - d. to contrast their own intelligence with that of humanity
2. What do the items in this exhibition represent?
 - a. human failures
 - b. human achievement
 - c. weird items in human culture
 - d. examples of pop-culture in human history
3. Why do avocados from Mexico stand out among the other items?
 - a. avocados amaze the aliens most of all
 - b. avocados are the only item that are green
 - c. avocados are items that have always been popular
 - d. avocados are the only item the aliens don't find strange
4. What do you remember most about the ad?
 - ☐ the actors
 - ☐ the characters in the story
 - ☐ the costumes and makeup
 - ☐ the setting
 - ☐ the storyline
 - ☐ the humor
 - ☐ the items on display
 - ☐ the cinematography
 - ☐ the advertiser



Matching

Connect the two parts of the sentences

- | | |
|----------------------------------|-------------------------------------|
| 1. I had a tabby cat just... | a. ...the best actor in the world. |
| 2. Please leave the room one... | b. ...of all the girls in the room. |
| 3. She was once considered... | c. ...like that when I was a kid. |
| 4. She was the most beautiful... | d. ...it was noisy all night long |
| 5. I couldn't sleep because... | e. ...at a time in single file. |



Conversation Jumble

Work with a partner and construct a conversation using the given words

- A: They / trapped / the / were / maze / in / for / a / time / long
B: Yes / must / it / felt / just / have / torture / like / them / to
A: It / get / was / a / puzzle / quite / them / to / out / how
B: Did / consider / they / to / be / it / at / time / unsolvable / the / ?
A: No / wasn't / but / it / apparently / simple
B: How / they / long / in / were / for / there / ?
A: Oh / night / in / were / they / there / actually / all / long
B: Well / must / gruesome / have / pretty / it / been

Synonyms

Write a synonym for the given word to complete the sentence

1. Thanks to the _____ of a very rich man, the charity can continue to do good work. (gift)
2. It was so _____ that a child could do it. (easy)
3. It's was quite a _____ what to do with them, but in the end we worked it out. (problem)
4. A pen is a _____ that you use to write with. (tool)
5. Can you _____ one there for me until I can come and collect it? (hold)
6. The movie was very _____. You wouldn't have liked it much. (grisly)
7. Can you _____ yourself clearly so we can all understand? (articulate)
8. The universe is _____. It has no beginning and no end. (huge)
9. If you want to come in the _____ fee is ten dollars. (entry)
10. Each season the garden seems to _____ itself. (renew)

Idioms Supplemental

(only) time will tell

- ▶ the result of something can only be known after time has passed
- ▶ something will be revealed in the course of time

one's future looks bright

- ▶ one's future life looks optimistic
- ▶ it is expected that things will turn out well

history in the making

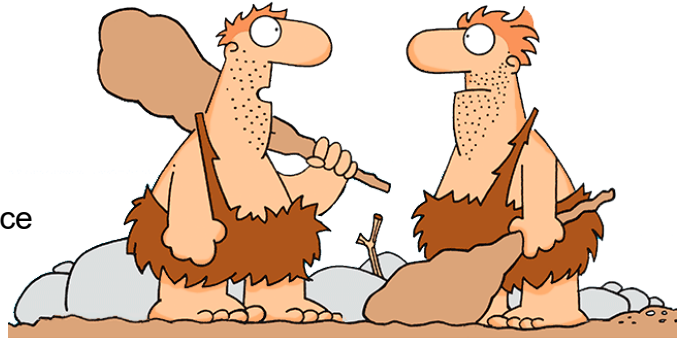
- ▶ the event will become of historical importance
- ▶ the event will be remembered in the future

on the wrong side of history

- ▶ outdated, not progressive or enlightened
- ▶ something that will be remembered as a mistake

the rest is history

- ▶ everyone knows how the story ended
- ▶ everyone is familiar with what happened next



Idioms Quiz

1. I met your mother on a blind date and it was love at first sight. _____.
2. Jane graduated with flying colors and her _____ very _____.
3. The doctor is hoping that this treatment will work but _____.
4. The economy has finally turned a corner and the country's _____ now _____.
5. The president's comments promoting inequality put him _____.
6. The Russians meddled in the election and _____.
7. This is the first application of our groundbreaking technology. This is _____.
8. Today we begin construction of the new high-rise. You are witnessing _____.
9. We hope that her third marriage will be the one that lasts but _____.
10. You are _____ if you believe such injustice will be overlooked.

Idioms Discussion

1. When might you have said "only time will tell"?
2. Name a person whose future you think looks bright.
3. What event have you witnessed that you thought was history in the making?
4. What is something a politician has said that might be on the wrong side of history?
5. Tell the beginning of a well-known series of events and end with "The rest is history."



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