

Market Leader Intermediate Assignment 5.3

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Supplimentary Video-Based Discussion

Watch the video advertisement for McDonald's and then answer the following questions. Be ready to discuss your opinions in class.

- Do you think that having a famous star appear in the commercial greatly enhances the impact on customers?
- Who do you think is the target audience for this commercial? Is it successful in catching the attention of that target audience?
- Would you buy this product after watching this commercial?
- This commercial uses indirect advertising by focusing on the company image instead of the product itself. Do you think this is an effective method?

Skills – Parts B – E

Listen to the audio file and answer the questions in the book in parts B-E. Highlight anything that you are not sure about so that you can easily check it with your teacher in class. Then look through the useful language section to consider how you can use these in the case study presentations.

Case Study (Modified)

Plan an advertising campaign for one of the Korean products below (or use your own product idea). Imagine that you are exporting a Korean product to a foreign market of your choice. Plan a strategy by answering the following questions:

- 1) What is your product and what country/region are you exporting to? Why do you think this is a good product for that market?
- 2) Who will be the primary target customer and why?
- 3) What famous person will you hire to endorse the product?
- 4) What type of advertisements will you use in your campaign (TV, Billboard, Magazine, Internet Banner, etc)?
- 5) At what special event would you launch your advertisement campaign (Exhibition, Sports event, Festival, Holiday, etc.)?

