

This unit looks at the development of Internet advertising.

### BEFORE YOU READ

Discuss these questions.

- 1 How important is Internet advertising in your country?
- 2 How have fast Internet connections changed advertising on the Internet?
- 3 What kind of ads can you find on the web? Which ones do you like? Are any that you find annoying?
- 4 What kind of advertising techniques work for promoting brands on the Internet? Think about:
  - search-engine websites like Yahoo and Google
  - social-networking sites like MySpace and Facebook and the video-sharing site YouTube
  - business websites, e.g. news sites, online magazines, websites of professional organisations, etc.

### READING

#### A

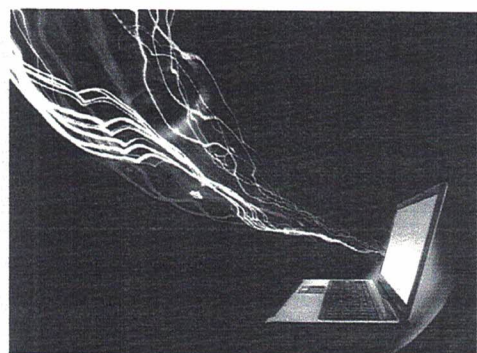
#### Understanding the main points

- 1 Read the article on the opposite page and choose the the statement that expresses the purpose of the article most accurately.
  - a) To inform readers about developments in Internet advertising
  - b) To persuade readers that Internet advertising is the solution for the future
  - c) To explain the benefits for companies of advertising on the Internet
- 2 The article describes three marketing techniques that are used online. Match each technique (1–3) with its explanation (a–c).
 

1 search advertising	a) paying for branded products to be shown in a film or video	
2 viral marketing	b) encouraging web users to pass on a marketing message to others, so that the message spreads like a virus to many users	
3 product placement	c) paying for the chance to have an advertisement display when a user searches for a given keyword	
- 3 According to the writers, which of the three techniques in Exercise 2 works well for the following?
  - 1 creating and maintaining awareness of brands
  - 2 convincing a buyer to purchase a particular product
- 4 Complete these developments that have encouraged more innovative Internet advertising.
  - 1 Increased speed of .....
  - 2 The popularity and growth of .....
  - 3 The ability of web users to .....



# The changing face of Internet advertising



by Richard Wray and Katie Allen

**A** Search advertising allows companies to compete for position on search engines, so when a user looks for cheap TV sets, a holiday, an iPod or a car, their brand comes out on top. In search advertising, advertisers only pay for the advertising when someone clicks on the search result. That process is measurable and trackable. Nick Hynes, Chief Executive of the search marketing agency the Search Works, said, 'You can tell exactly which key words, like "cheaper car insurance", you should be listing on and you can see how many customers who click on the result become customers. You don't waste any money.'

**B** Advertising is not only about persuading a person to prefer a particular item. A lot of advertising is

about creating and sustaining brands.

**C** In the early days of the web, advertisers tried to build brand awareness through banner ads on other website. But these often frustrated web users because they had to wait while their slow Internet connection uploaded an advert. The growth in broadband Internet connections, however, means online advertising of brands can be much less intrusive and can become more innovative.

**D** Social-networking sites such as MySpace, Bebo and Facebook have brought together huge online communities. This is clearly an opportunity for advertisers. However, the nature of those communities can make it hard to promote brands, because people consider their online space as their own domain. Innovative brand campaigns have been created allowing people to incorporate brands within their own profile pages. But it is likely that these campaigns will always be aimed at niche audiences, although large niches.

**E** As broadband connections become the norm, advertisers will have more ways of reaching customers. Faster connections mean that advertisers can now include videos in their advertising.

**F** One new method of advertising is the viral video campaign. With this

method, Internet users share content containing a branded message, in this case a video. An example is Dove's *Evolution* ad, which created a huge viral marketing buzz around a video showing a model being made up, photographed and then digitally altered.

**G** Advertisers have also found ways to take advantage of the rise in user-generated content. Lucozade recently rolled out a campaign to get customers onto their GetYourEdgeBack.com site. Customers were invited to upload home-made videos about instances when they experienced a 'low energy' moment. The winner was offered a prize of £10,000 and the chance to star in one of Lucozade Energy's ads.

**H** Product placement in online videos has been around for a while and is a good way of raising brand awareness. Advertising group MediaCom has created a video series about cats for petfood specialist Masterfoods and posted it on MSN. The videos focus on cat health, but, of course, also mention why viewers should buy their products. 'It's all about generating brand awareness. Things TV has traditionally been good for we can now do online as well,' says Stefan Bardega, a MediaCom director.

from the *Guardian*

## **B** Understanding details

1 Read the article again and say whether these statements are true (T) or false (F). Correct the false ones.

- 1 A big advantage of search advertising is that advertisers only pay when a user clicks on the link to their website.
- 2 Search advertising makes it easy to measure the number of users that click through to the advertiser's site, but not the number who go on to make a purchase.
- 3 In the past, users found web ads frustrating because they took so long to appear on their screens.
- 4 The writers think that online community websites have a lot of potential for promoting brands to a wide audience.

2 What campaigns are mentioned as successful examples of:

- 1 a viral video?
- 2 content created by users themselves?
- 3 a product placement online video?

## VOCABULARY

**A** Definitions

Match these word from the article (1–8) with their meanings (a–h).

- |                   |  |
|-------------------|--|
| 1 sustaining      | a) causing to happen   |
| 2 banner ads      | b) sent files from one computer onto the Internet  |
| 3 uploaded        | c) maintaining for a period of time  |
| 4 intrusive       | d) a feeling of excitement and energy  |
| 5 niche audiences | e) unwanted and annoying   |
| 6 buzz            | f) extended an advertising campaign after a successful test  |
| 7 rolled out      | g) target groups with a specific and limited interest  |
| 8 generating      | h) small advertisements on web pages, often found at the top of a page and link to the advertiser's site |

**B** Word partnerships

1 Match these words to make noun–noun partnerships from the article.

- |                      |                |
|----------------------|----------------|
| 1 search             | a) awareness   |
| 2 web                | b) pages       |
| 3 brand              | c) connections |
| 4 profile            | d) result      |
| 5 Internet/broadband | e) users       |

- 2 Find at least one other noun–noun word partnership that start with *search*.  
 3 Find at least three adjective–noun word partnerships that start with *online*.  
 4 Find at least one adjective–noun–noun word partnership that starts with *viral*.

**C** Vocabulary development

Decide which verb does *not* go with the noun phrase in bold.

- |   |                        |
|---|------------------------|
| 1 promote / develop / sustain / keep up | <b>a brand</b>         |
| 2 do / generate / build / create        | <b>brand awareness</b> |
| 3 post / upload / divide / share        | <b>an online video</b> |
| 4 save / prevent / make / waste         | <b>money</b>           |
| 5 expand / launch / announce / roll out | <b>an online video</b> |
| 6 click on / catch / select / track     | <b>a search result</b> |
| 7 engage / attract / reach / arrive     | <b>customers</b>       |



**D Sentence completion**

Use words and phrases from Exercises A–C to complete these paragraphs.

- 1 The growth of faster b..... c.....<sup>a</sup> has made o..... v.....<sup>b</sup> advertising take off. Producing video costs a lot more than traditional b..... a.....<sup>c</sup>, but it produces higher response rates, so will be more successful in raising and s.....<sup>d</sup> brand awareness.
- 2 In paid-for s..... a.....<sup>a</sup>, search engines like Yahoo will guarantee advertisers a place in the search r.....<sup>b</sup>. The position depends on the amount of money advertisers are willing to pay each time a user c.....<sup>c</sup> on their listing.
- 3 You can create a real b.....<sup>a</sup> around a new product, with an exciting well-constructed v..... v.....<sup>b</sup> campaign, carefully targeted at a n..... a.....<sup>c</sup> of web u.....<sup>d</sup>. And you won't w.....<sup>e</sup> money, as it's relatively cheap to produce!
- 4 Facebook is an o..... c.....<sup>a</sup> for people with common interests. Members create their own p..... p.....<sup>b</sup> with biographical data, likes and dislikes and any other information they choose to u.....<sup>c</sup> onto their page.
- 5 We plan to r..... o.....<sup>a</sup> an o..... a.....<sup>b</sup> campaign to p.....<sup>c</sup> our range of health foods. Using an online channel will help us r.....<sup>d</sup> new customers and get them onto our website.

**E Prepositions**

Complete these sentences using the correct prepositions.

- 1 The growth..... broadband has allowed a more creative use of video in advertisers' online campaigns.
- 2 Many of the most successful viral video campaigns are aimed..... younger audiences.
- 3 Many companies see social networking communities as a huge opportunity..... marketing their products..... a niche audience.
- 4 Advertisers are finding new ways to take advantage..... the growing popularity of user-generated content.

**OVER TO YOU**

- 1 Write a short report on behalf of an advertising agency, justifying a shift to Internet advertising for a new adventure holiday club that targets young professionals.
- 2 In small groups, discuss what developments you expect to see over the next five years in the following areas.
  - TV advertising
  - Internet advertising
 Then present your top five predictions.
- 3 Develop an advertising brief for a viral video campaign for one of your favourite brands.
- 4 Research a viral campaign that has been successful. Present the campaign and your analysis of what makes it effective.