

## The future of advertising

'Aroma advertising' has become one of the latest forms of advertising. What else is in store in the world of marketing?

1 Match each phrase (1-4) to its definition (a-d).

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|-------------------------|--|
| (1) guerilla marketing  | (a) when a product is 'placed' in a film, for instance                     |
| (2) viral advertising   | (b) digitally inserting an advert into a TV programme, for example         |
| (3) covert advertising  | (c) marketing that uses unconventional methods, despite a limited budget   |
| (4) virtual advertising | (d) advertising that encourages people to pass along a message voluntarily |

2 Scan the article and underline any phrases that use the words 'marketing' and 'advertising', or derivatives ('ads' etc).

**Marketing madness** Did you know some studies suggest that, on average, we are exposed to 3,000 adverts per day! Am I alone in finding this ceaseless bombardment intrusive? Nowadays, we cannot watch a film without noticing that Keanu Reeves or Tom Cruise is using a *Nokia* mobile, or that Meg Ryan is typing on an *Apple* Mac. The amount of covert advertising in *Casino Royale* defies belief, from cars to computers. For me, it's so annoying. Celebrity endorsement is already failing; we all know that those famous people don't really use the products they promote. Product placement is now 'advertainment'.

Marketing executives don't know when to stop. The use of 'smell' to push products is the latest form of advertising. Japan leads the way in 'aroma advertising'. Tests in Tokyo include using lavender scents to calm shoppers in malls. It is believed that sales rose by as much as 4.8%. NTT communications Corp are experimenting with the use of computer-controlled aromas as a way of encouraging people to enter restaurants. Aromas? Surely the smell of food is enough to entice most of us into a restaurant!

Please don't send me a spoof ad or funny video clip to pass on; I'm far too busy deleting my spam messages to do the viral advertisers any favours. As for 'guerilla marketing' - even the term sounds like a war on consumers. Virtual advertising uses technology to add products to scenes - products that were never there to begin with! Take a look at that football match on TV. Are you sure those ads were not digitally inserted onto the billboards afterwards? Soon, we could be ordering the watch or the trousers that our favourite TV star is wearing on-screen, just by clicking on them, in the so-called 'interactive advert' of the future.

In the futuristic sci-fi film 'Minority Report', Tom Cruise is eye-scanned for identification, and then hears a personalised advertisement. Is such a scenario really so far in the future? After all, eye scanning exists today as a way of identifying people; marketers already send us customised e-mails: 'John: we recommend for your shopping trolley...' Can you believe that some companies have investigated placing ads in outer space that will be visible from earth? What else does the future of advertising have in store for us?

3 Read the article. What is the tone? Do you agree or disagree with the writer?

4 Find one word in each line which does not collocate with the word at the end.

- 4.1 (a) covert (b) guerilla (c) experiment (d) subliminal (e) television (f) global
- 4.2 (a) guerilla (b) aggressive (c) international (d) endorsement (e) online (f) internet

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5 Discuss the following questions in small groups. Be ready to report back on your findings to the whole class.

- Which types of advertising are used in your company?
- Which forms of advertising particularly annoy you? Which are the most effective?
- Will 'aroma advertising' become popular? Which other forms of advertising will be popular in the future?