

'One word equity'

Level

Intermediate and above

Tasks

- Matching advertising slogans to their companies
- Scanning an article for advertising slogans
- Reading an article on advertising
- Finding the 'odd word out' from a set of business collocations
- Discussing questions arising from the article

How to use the lesson

- 1 Ask students if they can remember an advertisement from last night's television. If so, which one? Why was it memorable? Tell students the lesson will be about advertising. Hand out the worksheet. After students have matched the slogans to the companies, ask them if these slogans were used in their country, or if any are / were different.

Answers

The world's favourite airline – BA

The world's local bank – HSBC

Your flexible friend – Access

Just do it! – Nike

The power of dreams – Honda

The ultimate driving machine – BMW

Where do you want to go today? – Microsoft

Probably ... the best lager in the world – Carlsberg

- 2 Ask students to scan the article and underline any slogans they find.

Answers

There are four slogans in the article – all in paragraph 3 (BA / Carlsberg / Honda and HSBC)

- 3 Ask students to read the whole article. Ask them to tell you their reaction to Saatchi's idea. Deal with any useful vocabulary such as: *attention span / fragmented / equity / innovation*.
- 4 Ask students to identify the one word in each line that does not form a collocation with the word at the end. Check students understand all the collocations.

Answers

(1) – (d) team (2) – (f) search (3) – (e) equity (4) – (b) to span

- 5 Ask students to answer the questions in small groups. If possible, give each group an OHT to report back their ideas. Finish the lesson with language feedback.

Related websites

Send your students to these websites, or just take a look yourself.

<http://www.saatchi.com/worldwide/index.asp>

<http://www.mcsaatchi.com/>

<http://www.adslogans.co.uk/hof/>

http://en.wikipedia.org/wiki/M%26C_Saatchi