

'One word equity'

Maurice Saatchi, the advertising guru, has criticised current trends in advertising and suggests that all companies need to define themselves in just ... one word.

1 Match the slogans in the first box to a company in the second box.

The world's favourite airline	The power of dreams
The world's local bank	The ultimate driving machine
Your flexible friend	Where do you want to go today?
Just do it!	Probably ... the best lager in the world

Access	Apple	BA
BMW	Carlsberg	Google
Heineken	Honda	HSBC
Microsoft	Nike	Visa

2 Scan the article and underline any slogans you can find.

Saatchi and the future of advertising

Maurice Saatchi has told advertising executives from around the world that they should find just one word to characterise their brand. He was attempting to describe a new business model for marketing – a model appropriate to the digital age. Saatchi is launching a new business unit called 'The Word', in order to help companies develop and implement this idea. The unit will work with firms to help them find the one word that they most want instantly associated with their brand, and then market it. His idea is called 'one word equity'.

Saatchi said huge technological changes are threatening older forms of advertising. Apparently, data shows that the public's ability to recall a TV commercial the next day has fallen since the 1960s. One reason is that the young digital generation can multi-task, so during a 30 second commercial on television they have made a phone call, sent a text and downloaded a song. Their attention span is shorter. Also,

with the rise of the internet, the marketplace has become more fragmented; so, according to Saatchi, it is even more important for brands to define themselves with absolute clarity.

Maurice Saatchi's previous company (Saatchi and Saatchi) was responsible for some of the industry's best known slogans – phrases such as 'The world's favourite airline'. Slogans are an effective form of advertising – who can forget: 'Probably ... the best lager in the world', 'The power of dreams' or 'The world's local bank'? Saatchi's latest idea is illustrated by Google – they not only have a great concept, but have now made the word 'search' their own. Brands should be strong and simple: Apple – innovation. 'One word equity' should capture the characteristics of the word, its values, its emotions. When asked which word he associates with his own company, he answered: simplicity.

3 Read the whole article. What is your reaction to Saatchi's idea? Do you agree with his thoughts on advertising?

4 Which word in each line does not form a collocation with the word at the end?

(1)	brand	(a) awareness	(b) image	(c) management	(d) team	(e) name	(f) leader
(2)	advertising	(a) industry	(b) campaign	(c) budget	(d) executive	(e) agency	(f) search
(3)	(a) commercial	(b) television	(c) subliminal	(d) word of mouth	(d) global	(e) equity	advertising
(4)	(a) to create	(b) to span	(c) to run	(d) to produce	(d) to design	(e) to show	an advertisement

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

- (a) Does your company have a slogan? What is your own favourite company slogan?
- (b) Which one word would you use to sum up the characteristics / values of your company?
- (c) Write down five companies and decide the one word you would recommend they use in their advertising.