

Lesson 55: Product Advertising

By Xandra

1. Dialogue

First, repeat after your tutor. Then, practice each role.

Mayumi works for an advertising company. She has to suggest new ideas to promote Japanese Fuji apples. She is talking to Mr. Moore about it.

Mr. Moore: What are the ideas that you have for the promotion?

Mayumi: We can post advertisements on Facebook, Twitter, and YouTube.

Mr. Moore: Advertising through social media is easy and it doesn't cost much. But we need something unique.

Mayumi: What about giant apples walking on city streets?

Mr. Moore: You mean men dressed in a Fuji apple costume? That could work, but it's not so impressive.

Mayumi: **What do you say to** a cooking competition, using Fuji apples as a main ingredient of the dish?

Mr. Moore: That is a great idea.

Mayumi: We could hold a cooking event in each prefecture.

Mr. Moore: (Smiling) Yes. Then many TV news channels would report on it. That's great advertising strategy!

2. Today's Phrase

First, repeat after your tutor. Then, make a few sentences using Today's phrase.

1. You should relax and stop worrying. **What do you say to** a glass of wine?

2. Let's get something to eat. **What do you say to** Italian food?

3. **What do you say to** a week's vacation in Paris?

* **What do you say to A?** / A(提案など)はどうですか?

3. Your Task

Your company hired an advertising team to promote hair products. They are thinking of making a TV commercial with a pretty woman and a handsome man in it. You think that the team is not very creative, and that this type of advertisement is too common. Talk to the team leader (=your tutor) about this. Tell him that the advertisement should be unique, catchy and fun. You can also give some ideas for the advertisement.

4. Let's Talk

What are the do's and don'ts in advertising a product?

Talk about some interesting advertisements that you have seen or read.

Do TV and internet advertisements bother you? Explain your answer.

5. Today's photo

Describe the photo in your words as precisely as possible.



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