Lesson 55:   Product Advertising

By Xandra

1. Dialogue

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

Mayumi and Roger work for an advertising company. Missin Food Company hired them to promote their new wasabi-flavored instant noodles.

Mayumi: I've just talked to Missin Food's manager. Missin Food needs a catch phrase for the new product.
Roger: Okay. What else did they say?
Mayumi: They want a TV commercial, and a poster.
Roger: Did they agree to give away samples?
Mayumi: Yes. The manager suggested that we should put up a tasting booth in supermarkets.
Roger: That's not a bad idea.
Mayumi: According to the manager, the target consumers for this product are students and young professionals.
Roger: I see. It means that the TV ad should be intended for young people.
Mayumi: Now, let's get to work. Do you have a catch phrase for the wasabi-flavored noodles?
Roger: What about this… "What's up, wasabi?"

2. Today's Phrase

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

1. This playground is intended for children aged six and younger. Teenagers are not allowed to play here.
2. The meeting is intended for the election of officers.
3. Your jacket looks cool. But what is this small pocket at the back intended for?

* be intended for ~ / ～向けである、～を対象とした

3. Your Task

You work for an advertising and promotions company. A company called Organic Cosmetics has hired your company to promote their new soap. You have thought of the following promotional strategies: 1) give out free samples, 2) place a commercial on YouTube Channels, 3) use Facebook and Twitter to promote the product. You are now talking to Organic Cosmetics' manager (=your tutor). Tell him about all your ideas. He will tell you if he likes them or not.

4. Let's Talk

Do you think advertising is an art? Explain your answer.
What products should not be advertised, in your opinion? Why?
Are you easily influenced by advertisements? Explain your answer.

5. Today's photo

Describe the photo in your words as precisely as possible.

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