

Marketing English



Warm up



- What words and phrases spring to mind when you hear the word *marketing*?
- What's the difference between marketing and advertising?
- What's the difference between marketing and sales?
- How has the internet changed marketing?
- What are some current marketing trends?
- Can you think of a successful marketing campaign? What do you think made it successful?



1. Match the slogan to the company name:

<i>Because You're Worth It</i>	<i>L'Oréal</i>	Nike
<i>Think Different</i>	<i>Apple</i>	Airbnb
<i>Open Happiness</i>	<i>Coca Cola</i>	Apple
<i>Just Do It</i>	<i>Nike</i>	L'Oréal
<i>Finger lickin' good</i>	<i>KFC</i>	KFC
<i>Belong Everywhere</i>	<i>Airbnb</i>	Gatorade
<i>Is it in you?</i>	<i>Gatorade</i>	Coca cola



2. Match the names of marketing strategies on the left to their definitions on the right:

a. Word of mouth marketing	7	1. Funded advocacy campaigns in which a profitable business has a self-interest.
b. Cause marketing	1	2. Putting a focus on customer loyalty for long lasting connections.
c. Paid marketing	8	3. Introducing consumers to a product without them realising that it is being advertised.
d. Diversity marketing	6	4. Focusing on closing deals rather than building relationships.
e. Transactional marketing	4	5. Internet marketing.
f. Cloud marketing	5	6. Covering different beliefs, cultures and attitudes.
g. Undercover marketing	3	7. When customers enjoy your product or service they often enjoy promoting it amongst people they know
h. Relationship marketing	2	8. Using TV, print media or the internet through methods such as PPC (pay per click)

3. Match three of the marketing strategy terms from exercise 2 to the following marketing strategies:

1. Coca-Cola

Marketing Strategy: word of mouth



Coca-Cola is known for being marketing giants. The company enjoys taking its consumers by surprise through their marketing campaign and spreading good will and multiculturalism.

In 2012 the company installed “Happiness Machines” around the world. People looking to buy a drink could get a free coke in exchange for hugging the machine, dancing or giving some kind of fun performance.

One of the more recent Coca-Cola campaigns was called “Share a Coke”. Aimed at reviving sales across 70 countries, Coke printed common names on the bottles so that people would buy them for a friend or relative. Additionally, Coke created a hashtag on social media. The social media element encouraged people to not only purchase their personalised Coke bottles but to also share photos online.

Check out a short advert here: <https://www.youtube.com/watch?v=A45sjUX7mp0>

2. Starbucks

Marketing Strategy: relationship

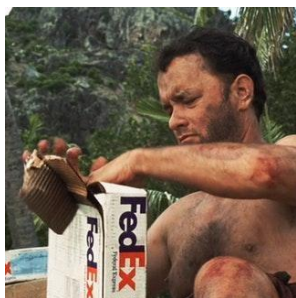


Whether you're a consumer or not, you probably recognise their logo. Starbucks took the coffee world by storm. Starbucks was quick to use social media as a platform to share their message ‘Inspiring and nurturing the human spirit – one person, one cup, and one neighbourhood at a time.’

Starbucks is very active in keeping in touch with their customers. They send frequent emails to their customers, keeping them informed of offers and product launches. They also share their customers' content on their social media channels creating a tight-knit and loyal community.

3. FedEx

Marketing Strategy: undercover



If you have watched the film *Cast Away* by Tom Hanks, you know that it's a touching story about a delivery man that gets stranded on a desert island. Furthermore, the delivery company he worked for featured heavily in the film.

In the film FedEx helps Hank's character keep his sanity while he is stranded on the island for years. Additionally, we have a touching moment at the end of the film when he finally delivers a letter that kept him going while he was on the island. One could argue that the subliminal message of this film is that no matter what, FedEx *always* delivers.



4. Match the vocabulary with the feelings you think they evoke.

Marketing words that...

- ...imply urgency
- ...tap into emotion
- ...tap into fear
- ...make people feel safe
- ...show value

<i>...tap into emotion</i>	<i>...show value</i>
unconventional imagine discover create explosive bold tempting inspire	<i>best selling</i> <i>lucrative</i> <i>limited-edition</i> <i>unique</i> <i>guaranteed</i> <i>bargain</i> <i>better</i> <i>unbelievable</i>
<i>... imply urgency</i>	<i>...tap into fear</i>
hurry now scarce exclusive only temporary limited rare	hazardous alarming prison devastating avoid risky costly
<i>... make people feel safe</i>	
confident authentic secure endorsed backed certified proven lifetime	



5. Compare your table with your partner and discuss your choices



6. What do you think the marketing campaigns below were trying to evoke?



Colin Kaepernick was a quarterback for the San Francisco 49ers. In 2016 he decided to take a stand about police brutality and racial injustice by refusing to stand for the National Anthem at football games

The decision was deemed controversial and criticised by viewers and in the media.

In 2018 Nike released their ad campaign featuring Kaepernick.





What the ad says:

Fairy lasts 2X longer
than the next best-selling brands

Over the years, generations of families have trusted Fairy's cleaning power because it lasts so long. And today it lasts twice as long as the next best-selling brand.

That's Fairyconomy

Peeing on this ad may change your life

This ad is also a pregnancy test. Pee on the marked area and wait a moment. If you are expecting, you will get a surprise right here in the ad.



What the ad says:

Peeing on this ad may change your life

This ad is also a pregnancy test. Pee on the marked area and wait a moment. If you are expecting, you will get a surprise right here in the ad.

Where life happens - Ikea.

Pee here:

WHERE LIFE HAPPENS



[7. Check out our sources for exercise 3 and enjoy some further reading on these topics!](#)

<https://www.freelogoservices.com/blog/2018/04/05/5-brilliant-examples-of-word-of-mouth-marketing/>

<https://www.cm.com/en-us/blog/relationship-marketing-examples-done-right/>

Source: <https://www.delnext.com/blog/en/stealth-marketing-campaigns/>