

Advertising Tactics & Methods

Werbestrategien & Methoden

- 10.1 Market Research / Marktforschung
- 10.2 Competition / Konkurrenz
- 15.5 Social Media / Soziale Medien

Promise, large promise, is the soul of an advertisement. (Dr Samuel Johnson, British author and commentator, 1709 – 84)

advertise ['ædvətɑɪz]

advertising ['ædvətɑɪzɪŋ]

international advertising

customised advertising

word-of-mouth advertising

advertising agency / publicity agency

advertising budget / promotion

budget

Advertising takes up 10% of our total budget.

mass advertising

newspaper advertising

point-of-sale advertising

advertising campaign

advertising industry

advertising message

for advertising purposes

inserieren / werben

Werbung

internationale Werbung

kundenspezifische Werbung

Mund-zu-Mund-Propaganda

Werbeagentur

Werbeetat

Die Werbung nimmt 10 % unseres Gesamtetats ein.

Massenwerbung

Zeitungswerbung

Werbung am Verkaufsort

Werbekampagne

Werbefache / -industrie

Werbefach

zu Werbezwecken

ad [æd] / **advert** ['ædvɜ:t] /

advertisement [æd'vɜ:tɪsmənt]

display ad

banner ad

Internet ad

place an ad

TV ad

Anzeige / Zeitungsinsert

Großanzeige

Werbeband, ein auf einer Web-Seite integriertes Werbeband

Internetanzeige

eine Anzeige schalten

TV-Werbespot

attract attention [ə'trækt ə'tenʃn]

First and foremost, we want to attract the reader's attention.

Aufmerksamkeit erregen

Zuallererst wollen wir die Aufmerksamkeit des Lesers erregen.

Info file

Advertising, advertisement, publicity

Advertising is the business of promoting goods so as to persuade (= *überreden*) people to buy them. An **advertisement** (or **advert** or **ad**) is a written or spoken text (say, in a newspaper or on TV) aimed at possible clients (= *potenzielle Kunden*).

Both **advertising** and **publicity** are often translated as *Werbung*. But they have different meanings.

You have to pay (= *zahlen*) to advertise your product – for example, by placing a text in a newspaper, on TV or on the internet. But publicity is free (= *kostenlos*). Your product receives publicity when it is mentioned (= *erwähnt wird*) – say, in a newspaper article (= *Zeitungsartikel*), or on a blog posting (= *Blogeintrag*).

Generally, advertising is what you say about your product; publicity is what others say about it. Advertising is always positive and aimed at a specific target group (= *an eine bestimmte Zielgruppe gerichtet*). But publicity can be positive or negative – and you cannot easily target or control it.

It can be said that you pay for advertising, and pray (= *beten*) for publicity!

paper [ˈpeɪpə] / newspaper

[ˈnjuːzˌpeɪpə]

newspaper ad

section of a newspaper

national / regional / local (paper)

We should advertise our leader product in the regional press.

daily / weekly (paper)

classified ad [ˌklæsɪfaɪd ˈæd]

Zeitung

Zeitungsinserat

Teil einer Zeitung

überregionale Zeitung / regionale Zeitung / Lokalzeitung

Wir sollten mit unserem führenden Produkt in der Regionalpresse werben.

Tageszeitung / Wochenzeitung

Kleinanzeige

magazine [ˌmæɡəˈziːn] / periodical

[ˌpɪərɪˈɒdɪkəl] **journal** [ˈdʒɜːnl]

trade journal

weekly / monthly (magazine)

news magazine

e-zine (= electronic magazine) [ˈiːzɪn]

heading [ˈhedɪŋ]

business section [ˈbɪznɪs ˌsekʃn]

international edition

[ɪntəˌnæʃnl ɪˈdɪʃn]

Yellow Pages [ˌjeləʊ ˈpeɪdʒɪz]

advertainment (= advertising + entertainment) [ˌædvəˈteɪnmənt]

Zeitschrift

Fachzeitschrift

Wochen- / Monatszeitschrift

Nachrichtenmagazin

elektronische Zeitschrift

Überschrift

Wirtschaftsteil

internationale Ausgabe

Gelbe Seiten

Werbung + Unterhaltung