

Advertising Vocabulary

From **About.com** http://esl.about.com/library/lexical/bllexlist_advertising3.htm (Also, check the online glossary at the University of Texas: <http://advertising.utexas.edu/research/terms/>)

KINDS OF ADVERTISING

advertisement – advert - ad	
billboard (GB) - hoarding (US)	
booklet	
brochure	
classified ad (n)	
direct advertising	
gatefold	
inside cover	
informative advertising	
leaflet (GB) - folder (US)	
local advertising	
mail advertising	
neon sign	
shop sign	
throwaway - flier	

TYPES OF COMMERCIALS

Straight sell/factual message	
Scientific/technical evidence	
Demonstration	
Comparison	
Testimonials	
Slice of life	
Animation	
Personality symbol	
Fantasy	
Dramatisation/sketch	
Humour	
Lifestyle	
Mood or image	
Musical	
Culture or tradition	
Social	
Surrogate	When an advertisement has the logo or brand of another company advertised within it. e.g. a product that shows in the commercial retailer outlets that offer their product in stores.

ADVERTISING IN PERSON

door-to-door advertising	
pitch (n)	
product placement (n)	
propaganda (n)	
subliminal advertising	
shop display	
in-store demo	
in-store promotion	
shop window	
window display	

PRINT ADVERT DESIGN

blow-up	
body copy - copy	
caption	
cartoons	
copy (nu)	
creative (a)	
creativity	
graphics	
headline	
image	
large print run	
layout	
lettering	
misprint	
slogan (n)	
subheading	
subtitle	
tailor-made	
to visualize	

BROADCAST ADVERT PRODUCTION

visual	
close-up	
storyboard	
frame	
script	
jingle	
clip	

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PEOPLE IN ADVERTISING

advertiser	
advertising manager	
art director	
client (n)	
columnist	
consumer	
copywriter	
creative department	
editor	
graphic designer	
press office	
promoter	
publisher	
sponsor	
window-dresser	

CONSUMERS

audience	
subscriber	
demographics (n)	
focus group (n)	
penetration (n)	
popularity rating -	
circulation	
reach (n)	
ratings	
readership	
socio-economic groups	

FINANCE

account (n)	
advertising budget	
advertising rate	
to sponsor	
sponsorship	
brief (n)	
advertising agency	
agency (n)	

MARKETING STRATEGIES

Recall (memory)	
advertising campaign	
benefits (n)	
brand (n)	
brand image	
communication	
coverage (n)	
feedback	
follow-on campaign	
frequency (n)	
marketing (n)	
mass advertising	
merchandising	
opinion poll	
promotion	
target group	
to promote	
unique selling point(n)	
corporate advertising	promotional strategy designed not only to interest consumers in a company's products and services, but also to cultivate a positive reputation among consumers and others within the business world.

MASS MEDIA

TV network	
broadcasting	
column	
commercial break	
daily paper	
editorial article	
house magazine	
mass communication	
news agency	
peak time	
press cutting - clippings	
press release	
publishing	
space (newspapers)(n)	
tabloid	
trade magazine	