

## ADVERTISEMENTS

Advertisements in English usually contain phrases dealing with **physical, emotional and intellectual language**. This vocabulary is what slogans and product description are made of.

Examples of slogan and product description language:

### PHYSICAL:

- Feel the difference!
- Get the taste of it!
- Just jump in and try it!
- Forget about theory - out yourself in our hands for a practical approach.
- Our goal is to get you where you want to go.
- Sit back and relax, knowing that you have put your money to work for you.
- Help us bridge the gap between products and services.
- Join the ranks of hands-on users.
- Get in touch with us if you have any questions about our products or services.

### EMOTIONAL:

- Your satisfaction is our goal.
- Enjoy the feeling of having a dream come true.
- Would you like to experience the feeling of success?
- Come to the company, which puts your well-being first.
- Experience customer service from the caring company.
- Our mission is to ensure a future for your grandchildren through our commitment to the environment.
- Hope is the best resource we can imagine.
- Are you looking for a product that fits your lifestyle and expresses who you really are?
- Enjoy the comfort of being one of our valued customers.

### INTELLECTUAL:

- Thinking people buy our products.
- Enjoy the knowledge that you have made a wise choice.
- Make use of our state-of-the-art technology.
- Innovation and perfection are the goals we strive for.
- The informed consumer is our target group.
- Our expertise in the field is unchallenged.
- We are looking for customers who can think for themselves and make wise decisions.
- Our products combine intelligent solutions and reliability.
- Heightened awareness of our products has led to worldwide recognition and praise.

Some important vocabulary:

- ad/advert/advertisement**: a notice that gives information about a product and whose purpose is to make the product known and persuade the consumer to buy it. (As a abbreviations, ad is more common in the US, advert is more common in the UK).
- to bridge the gap**: to connect two items or things.
- commercial**: an advertisement for television or radio.
- copywriter**: a person responsible for writing the text of advertisements.
- to join the ranks**: become part of a group of people.
- slogan**: a phrase or words which are easy to remember, used in publicity for a product, service or company.
- well-being**: the state of feeling healthy.