

Reading

Questions 1–7

The reading passage has seven paragraphs **A–G**.

Choose the correct heading for each paragraph from the list of headings below.

Write the correct number **i–x** by each question.

List of Headings

- i** How advertising reached the majority of consumers
- ii** An uncertain future
- iii** Not everyone wants to see advertisements
- iv** Changing preferences in television programmes
- v** The rising cost of television advertising
- vi** Advertisers' difficulties are nothing new – but they're getting worse
- vii** Using consumers to do the advertising
- viii** More television stations, but fewer people watch each one
- ix** How advertisers plan their spending
- x** Strong sales don't require most of the spending on advertising to go to TV

- 1 Paragraph A
- 2 Paragraph B
- 3 Paragraph C
- 4 Paragraph D
- 5 Paragraph E
- 6 Paragraph F
- 7 Paragraph G

Questions 8–13

Do the following statements reflect the claims of the writer in the reading passage? Write

YES if the statement reflects the claims of the writer

NO if the statement contradicts the claims of the writer

NOT GIVEN if it is impossible to say what the writer thinks about this

- 8 The percentage of spending on advertising that is wasted is falling.
- 9 Internet advertising leads to higher sales than newspaper advertising.
- 10 Changes in the number of television stations available has affected advertisers.
- 11 Most people believe that the quality of advertising has become worse.
- 12 A number of people were surprised by the level of sales of Prilosec.
- 13 Advertising is likely to return to what it was in the 20th century.

The crisis in advertising

- A** Advertisers have known for a long time that half the money they spent was wasted: their problem was that they didn't know which half. But now they're facing bigger challenges than ever before, and as a result, they're probably wasting even more of their advertising budget.
- B** For years, the main media used for advertising in the USA were newspapers – now affected by a fall in the number of readers – magazines, television, radio, cinema and outdoor (that is, posters on billboards in the street). These have now been joined by the Internet. The most effective medium was television: when there were only two or three channels in each country, TV commercials were seen by maybe 90% of consumers, and advertisers from banks to airlines to car manufacturers spent vast amounts on television advertising.
- C** Now, though, with the growth of satellite and cable TV, the number of channels has multiplied, so audiences are much smaller than in the past. Because of this, and the popularity of the Internet, advertisers may find they are reaching no more than a third of the public.
- D** Another problem for advertisers is a change in attitudes. As the average American sees around 3,000 advertisements of various sorts every day, the findings of some recent surveys are hardly surprising: two-thirds of Americans would like to avoid advertising altogether – particularly on TV. Consumers are buying personal video recorders, not least because they make it possible to see TV programmes without watching the commercials.
- E** To deal with these challenges, companies are changing their approach to marketing. Procter & Gamble, manufacturer of many of the household goods found in millions of homes, is the world's biggest advertiser, spending \$4 billion a year. In the 1990s, 90 per cent of that was spent on TV commercials, but now the percentage is much lower, and sales remain strong. In 2003, the company launched a non-prescription medicine, Prilosec. Only about a quarter of the marketing budget was spent on TV, while the rest went to other forms of marketing, and many in the advertising industry expected the launch to fail as a result. Instead, the product sold very well.
- F** Some companies are experimenting with different ways of reaching consumers, such as 'viral' marketing, an electronic version of word-of-mouth advertising. Procter & Gamble – which helped to launch TV soap operas as a new way to market goods in the 1940s – is once again looking for fresh approaches to advertising. In 2001, it started an ambitious programme involving several hundred thousand US teenagers. It uses them to discuss ideas about new products and to encourage their friends to buy the items. In return, the teenagers get to hear about and use new things before most other people.
- G** It's hard to predict what advertising will be like in a few years' time, but it's sure to be far more varied than it was in the last century. It has always been the job of the advertising industry to be inventive. Now it isn't just a question of inventing new ads – advertisers are having to invent new ways of persuading consumers to buy.