

Unit 2 – Ads and brands: The power of persuasion

Describing a commercial / an ad

to have a funny / thrilling storyline	People enjoy ads that have a funny / thrilling storyline to keep them entertained.	eine lustige / spannende Handlung haben
to use good music	Teens tend to remember the advertisements that use good music.	gute Musik verwenden
to have a catchy slogan	You need to have a catchy slogan if you want people to remember your product.	einen einprägsamen Slogan haben
to use bright colours	Advertisers often use bright colours when they advertise to children.	helle Farben verwenden
to not be too long	An ad should not be too long or people will lose interest.	nicht zu lang sein
to address the viewers' needs	An ad should address the viewers' needs in order to be effective.	die Bedürfnisse der Zuseher/innen berücksichtigen
to deliver a valuable message	The media campaign delivered a valuable message about helping people in need.	eine wertvolle Botschaft vermitteln
to entertain the viewers	The goal is to entertain the viewers while also educating them.	die Zuseher/innen unterhalten
to make people feel good	I decided to study marketing because I wanted to make people feel good about themselves.	den Menschen ein gutes Gefühl geben
to share helpful tips related to the product / service with the audience / viewers	Lots of companies are happy to share helpful tips related to the product / service they offer with the audience / viewers.	nützliche Tipps zum Produkt / zur Dienstleistung mit dem Publikum / den Zuseher/innen teilen
to feature animals / celebrities	People usually watch ads more closely when they feature animals / celebrities.	Tiere / Prominente zeigen
to be informative	Although the ad wasn't very funny, it was quite informative.	informativ sein

Marketing words

brochure	The brochure had lot of useful information about the company.	Broschüre
consumer	Consumers should compare prices before buying anything.	Konsument/in, Verbraucher/in
franchise	He invested in a fast-food franchise and made a lot of money.	Konzession
loss-leader	Bread is sometimes used by stores as a loss-leader so customers will buy more expensive products.	Lockangebot
positioning	The company's positioning focused on high-quality items.	Positionierung
prime time slot	Television ads shown during a prime time slot tend to sell more products.	Hauptsendezeit
product launch	We had a very successful product launch yesterday.	Produkteinführung
retailer	The online retailer was able to sell new clothes at a very good price.	Einzelhändler/in
sales gimmick	A common sales gimmick is to offer free samples of your product.	Verkaufstrick
target group	Because the target group was younger people, the company mainly advertised on social media.	Zielgruppe
word of mouth	Companies often rely on word of mouth to advertise their product.	Mundpropaganda
to merchandise	The products were carefully merchandised to increase sales.	vermarkten

to sponsor	The company decided to sponsor the influencer because she was so popular.	unterstützen, finanzieren, fördern
Talking about your favourite brand		
to choose a brand that matches someone's personal values	Many people choose a brand that matches their personal values, such as sustainability or fair trade.	eine Marke wählen, die jemandes persönlichen Werten entspricht
to have good experiences with a brand	You can rely on customers to stay loyal if they have good experiences with a brand.	gute Erfahrungen mit einer Marke haben
to have good customer service	Stores that have good customer service often have the highest sales numbers.	guten Kunden-/Kundinnenservice haben
to (not) offer reasonable prices / good quality	I like that company because they offer reasonable prices and good quality products.	(keine) angemessenen Preise / gute Qualität anbieten
the advertisement/s is / are misleading	I think the advertisement is misleading on purpose because they know they have a bad product.	die Werbung ist / die Werbungen sind irreführend
to meet someone's expectations	The restaurant did not have the tastiest food in town, but it still met Ingrid's expectations.	die Erwartungen von jemandem erfüllen
wearing brand-name clothes / having brand-name products makes one feel confident	I really do believe that wearing brand-name clothes / having brand-name products makes one feel confident.	das Tragen von Markenkleidung / das Besitzen von Markenprodukten macht einen selbstbewusst
to not offer anything special / unique	It's really a shame when something is hyped up online but doesn't offer anything special / unique compared to other products.	nichts Besonderes / Einzigartiges anbieten
What do you value in a brand?		
to look for brands that are honest / sustainable	Charlie wants to help the environment and only looks for brands that are honest / sustainable.	nach Marken suchen, die ehrlich / nachhaltig sind
what a brand stands for might be more important than a brand's name / style	Most teens seem to believe that what a brand stands for might be more important than the brand's name / style.	wofür eine Marke steht, kann wichtiger sein als der Markenname / Stil
being eco-friendly is more important than the price	For many people, being eco-friendly is more important than the price when they buy products.	umweltfreundlich zu handeln ist wichtiger als der Preis
the price is more important than being eco-friendly	Jeremy does not have a lot of money and thinks that the price is more important than being eco-friendly when he goes shopping.	der Preis ist wichtiger als umweltfreundlich zu handeln
to last a long time	High-quality products usually last a long time, so they are often worth the money.	eine lange Zeit dauern / halten
to impress others	Many teens want to impress others with their new stylish clothes.	andere beeindrucken
to fit in	Howard bought the newest shoes because he wanted to fit in at his new school.	passen zu
to follow trends	Vince doesn't like to follow trends like the rest of the kids at school.	Trends folgen
to match one's style	Everyone thinks Suzie dresses really well and always wears clothes that match her style.	zum eigenen Stil passen
Influencer marketing		
to promote products / brands	I know it's not always true, but I like to think that influencers only promote products / brands that they believe in.	Produkte / Marken bewerben

to create content	Sasha tries to create content that kids her age will enjoy.	Inhalte erstellen
to get paid for advertising products / a service	I wish I could get paid for advertising products / a service on my <i>Instagram</i> .	für die Bewerbung von Produkten / einer Dienstleistung bezahlt werden
to receive free products in exchange for the promotion of ... (<i>product</i>)	She felt very lucky just to receive free products in exchange for the promotion of the new make-up brand.	kostenlose Produkte im Austausch für Werbung bekommen
to take effort and hard work	Not many people realise that it takes effort and hard work to be an influencer.	Mühe und harte Arbeit erfordern
to become popular overnight / online	Posting a funny reel helped him become popular overnight / online.	über Nacht / online beliebt / populär werden
to be creative	A lot of people follow her on <i>Instagram</i> because her art is creative and interesting.	kreativ sein
to build trust with one's audience	Building trust with one's audience takes lots of time and effort.	Vertrauen bei der eigenen Zielgruppe aufbauen
to reach younger audiences / a large audience / a specific target group quickly	He knew he needed to reach younger audiences / a large audience / a specific target group quickly if he wanted to grow his channel.	schnell eine jüngere Zielgruppe / eine große Zielgruppe / eine spezielle Zielgruppe erreichen
to be good value	The car was good value for the price.	das Geld wert sein
to be cheaper than traditional advertising	Word of mouth is cheaper than traditional advertising.	billiger als traditionelle Werbung sein
to make confident choices about who one trusts	Justin decided he should make confident choices about who he trusts based on online research.	selbstsichere Entscheidungen treffen, wem man vertraut
to spot the difference between genuine posts and sponsored posts	Once you learn to spot the difference between genuine posts and sponsored posts, you won't trust social media as much.	den Unterschied zwischen echten Beiträgen und gesponserten Beiträgen erkennen
to look for hashtags like <i>#ad</i> or <i>#sponsored by</i>	I always look for hashtags like <i>#ad</i> or <i>#sponsored by</i> to determine how much I trust a product.	nach Hashtags wie <i>#ad</i> oder <i>#sponsored by</i> suchen
to not always be honest about what one promotes	I like his personality, but I think he is not always honest about what he promotes.	bei dem, was man bewirbt, nicht immer ehrlich sein
to be passionate about a product / service	I love when an influencer is passionate about a product / service that they promote online.	von einem Produkt / einer Dienstleistung begeistert sein
money from sponsorship deals / pressure from sponsors may affect what influencers say online	It's unfortunate but often true that money from sponsorship deals / pressure from sponsors may affect what influencers say online.	Geld von Sponsoringdeals / Druck von Sponsor/innen kann beeinflussen, was Influencer/innen online sagen
to be paid to talk about a product / service	Most people can't believe influencers are paid to talk about a product / service that they love.	bezahlt werden, um über ein Produkt / eine Dienstleistung zu sprechen
to use specific techniques to persuade one's followers	He used specific techniques to persuade his followers to try out the game.	spezielle Techniken verwenden, um die eigenen Follower/innen zu überzeugen
to influence users' buying decisions more than traditional ads would	I think it's really obvious that social media influences users' buying decisions more than traditional ads would.	die Kaufentscheidungen von Nutzer/innen stärker beeinflussen als traditionelle Werbung
Talking about greenwashing		
to mislead someone with false information	Everyday, a brand misleads someone with false information about their product to make more money.	jemanden mit falschen Informationen täuschen

to make someone believe something	The ad made me believe that the trousers were created from completely recycled material.	jemanden etwas glauben machen
to be accused of greenwashing	She was accused of greenwashing her products after a story about her company was posted online.	der Greenwashing-Praktiken beschuldigt werden
to trick consumers	The company tricked customers into buying something they didn't need.	Konsument/innen in die Irre führen, Konsument/innen hinters Licht führen
to make sure something is verified	It's every shopper's responsibility to make sure something is verified as environmentally-friendly before they buy it.	sicherstellen, dass etwas bestätigt / geprüft wird
to meet certain requirements	The product must meet certain requirements before it can be sold.	bestimmte Vorschriften / Anforderungen einhalten
product label	The product label helps consumers understand what the product contains and whether it is safe to use.	Produktetikett
to be done on purpose	Giving false information in ads is sometimes done on purpose to make consumers buy products.	etwas absichtlich machen
to use words like <i>natural</i> or <i>eco-friendly</i>	Companies love to use words like <i>natural</i> or <i>eco-friendly</i> , but usually it's just for advertising purposes.	Wörter wie <i>natürlich</i> oder <i>umweltfreundlich</i> verwenden
to be criticised for not meeting one's promises	The company was criticised for not meeting its promises to donate most of its profits to charity.	für das Nichteinhalten von Versprechen kritisiert werden
to deny the accusation	The CEO had to deny the accusation that he had anything to do with the ad.	die Anschuldigung bestreiten
to promise to improve one's practices	The company promised to improve its practices after it was discovered how their products were made.	versprechen, die eigenen Methoden zu verbessern
to say sorry for something	The influencer said sorry for promoting a greenwashed product.	sich für etwas entschuldigen
to stop trusting someone	I stopped trusting influencers after I realised how many are sponsored by big companies.	aufhören, jemandem zu vertrauen
one's reputation is damaged	Once your reputation is damaged, it's hard to make your followers trust you again.	der Ruf ist beschädigt
to lose sales	They lost sales after increasing the price of the bike.	Umsatz / Verkäufe verlieren