

3 Leaving a lasting impression

Important words in advertising		
advertising agency	Last summer my cousin Frank worked with an advertising agency to design new posters for his band.	Werbeagentur
billboard	Billboards are banned in a few places in the United States because they take up so much space.	Plakatwand, Werbetafel
campaign	Advertising campaigns often feature some pretty bizarre jingles that get stuck in your head and make the product memorable.	Kampagne
circulation	There are probably enough magazines in circulation to cover all of Europe with paper.	Auflage
commercial	Commercials keep becoming more elaborate and colourful to draw in customers.	Werbung
direct mail	Companies can send direct mail advertisements to potential new customers.	Postwurfsendung
double-page spread	A watch company took out a double-page spread in the <i>New York Times</i> to celebrate 100 years of business.	doppelseitige Werbeanzeige
eye-catcher	That advertisement for the new sushi restaurant was a real eye-catcher, with lots of bright colours and a good slogan.	Blickfang, Eye-Catcher
feature	The more features a product has, the more likely it is to stand out from other products.	Merkmal, Eigenschaft, Besonderheit
launch	The launch of our new line of specialty products was a huge hit.	Markteinführung
prime time	The most expensive ad slots are during prime time, because the advertisements reach the most viewers.	Hauptsendezeit
USP (= unique selling proposition / point)	Many new startups need a clearly-defined USP to get customers interested.	USP (= Alleinstellungsmerkmal / -punkt)
Using emotions in advertising		
to be more colourful	Alex's graphic design ads are more colourful than those of her competitors.	farbenfroher sein
to use vibrant / dark / light colours	Companies can evoke certain emotions from their customers when they use vibrant / dark / light colours.	kräftige / dunkle / helle Farben verwenden
to create a sense of belonging	A crowd of happy people in an ad creates a sense of belonging for potential customers who feel connected to the actors shown.	ein Gefühl der Zugehörigkeit schaffen

to create the illusion of something	Ads can create the illusion of lacking a product, even if you never thought about needing something like it before.	eine Illusion von etwas schaffen
to imply the idea of something	Cynthia sees many ads that imply the idea of ease use, even if the product is very complicated.	die Vorstellung von etwas beinhalten
the overall impression of the picture creates the feeling of togetherness / power	Depicting three young women standing next to one another in climbing harnesses, the overall impression of the picture creates the feeling of togetherness / power.	der Gesamteindruck des Bildes vermittelt das Gefühl von Zusammengehörigkeit / Macht
the advertisement depicts something	The advertisement depicts a kitten shivering in the cold and sends a clear message about the importance of pet safety.	die Anzeige zeigt etwas
to depict someone	Political advertisements often depict opposing candidates as undesirable or untrustworthy.	jemanden abbilden
the ad creates associations with something	Our ad for custom furniture creates associations with a posh lifestyle and the customer's freedom of choice.	die Anzeige weckt Assoziationen mit etwas
to evoke the feeling of something	Many soft drink ads evoke the feeling of fun and relaxation by playing calming music and depicting a group of people in a good mood.	das Gefühl von etwas erwecken
the image makes the observer imagine something	The image of a waterfall makes the observer imagine being in a calming nature scene.	das Bild ermöglicht es dem Betrachter/der Betrachterin sich etwas vorzustellen
to persuade someone to do something	It's easier to persuade someone to do something if you give them a good reason to.	jemanden überreden etwas zu tun
to fall for an ad / a product / a service	Jackson totally fell for that video game ad – he paid for a subscription immediately afterwards.	von einer Anzeige / einem Produkt / einer Dienstleistung begeistert sein
to be aimed at families / businessmen / businesswomen / teenagers	Commercials that are played in the evening can be aimed at any demographic group, from families to business people to teenagers.	sich an Familien / Geschäftsmänner / Geschäftsfrauen / Teenager richten
to be (most) likely to appeal to teenagers / kids / car enthusiasts / dog owners	Ads about a specific product, like gourmet dog food, are most likely to appeal to people who belong to a specific group, like very health-conscious dog owners.	(am ehesten) bei Jugendlichen / Kindern / Autoliebhabern/ -liebhaberinnen / Hundebesitzern/ -besitzerinnen gut ankommen
to find an ad on TV / in a business magazine/car magazine/fashion and style magazine/entertainment and TV magazine / on a billboard	Most of the time, it's not hard to find an ad on TV / in a business magazine/car magazine/fashion and style magazine/entertainment and TV magazine / on a billboard, because companies use every chance they get to promote their product.	eine Anzeige im Fernsehen / in einem Wirtschaftsmagazin/Automagazin/Mode- und Stilmagazin/ Unterhaltungs- und TV-Magazin / auf einer Plakatwand finden
to convince consumers to buy something	Every advertisement wants to convince customers to buy something.	Verbraucher/innen davon überzeugen, etwas zu kaufen

to rely on one's emotions	Many commercials for social causes rely on people's emotions to convince them to subscribe or send money to an organisation.	sich auf die eigenen Emotionen verlassen
to develop brand loyalty	Companies will try to make their brand and logo as recognisable as possible to develop brand loyalty among their customers.	Markenbindung entwickeln / schaffen
to emotionally connect to the content of an ad	Seeing people or animals that need help makes Maria emotionally connect to the content of an ad.	eine emotionale Verbindung zum Inhalt einer Anzeige herstellen
to trigger a happy emotional reaction in customers	Jokes in commercials can trigger a happy emotional reaction in customers and make them more likely to spend money.	eine glückliche emotionale Reaktion bei den Kunden/Kundinnen auslösen
to bring up feelings of happiness	Images of happy and content people in an ad bring up feelings of happiness in the viewers.	Glücksgefühle hervorrufen
to move people to tears	The advertisement about the father coming home from war has gone viral and moved many people to tears.	Menschen zu Tränen rühren
to make informed decisions about real-life obstacles	Some commercials actually urge their audiences to make informed decisions about real-life obstacles, like ads for family planning or health insurance.	fundierte Entscheidungen über Herausforderungen im realen Leben treffen
to get someone to truly think about what is going on in the world	Other advertisements inform viewers about societal problems and get people to truly think about what is going on in the world.	jemanden dazu bringen, wirklich darüber nachzudenken, was in der Welt vor sich geht
Should advertising shock you?		
to be exposed to up to several thousand ads a day	If you spend any time on the Internet, you are exposed to up to several thousand ads a day.	täglich bis zu mehreren Tausend Anzeigen ausgesetzt sein
ads with subliminal messages pass by our conscious awareness	Ads with subliminal messages pass by our conscious awareness but still have a significant effect on us.	Werbungen mit unterschwelligem Botschaften ziehen an unserem Bewusstsein vorbei
to stand out from the crowd	Every company designs its ad campaigns in an attempt to stand out from the crowd.	sich von der Masse abheben
to release controversial ads	Many companies release controversial ads just for the media attention.	umstrittene Anzeigen veröffentlichen
ads can create debate	Some ads can create debate, especially if they are in any way prejudiced, racist, or otherwise create outrage.	Anzeigen können Debatten auslösen
to put the brand in the spotlight	Nima put her T-shirt brand in the spotlight with a well-designed advertisement that featured her cat, Bubbles.	die Marke ins Rampenlicht rücken
there is no such thing as bad publicity	Many companies will tell you that there is no such thing as bad publicity, because either good or bad attention will still make a brand memorable.	es gibt keine schlechte Werbung

to (not) agree with the message of an ad	If Reese does not agree with the message of an ad, she is less likely to seek out the product in the future.	mit der Botschaft einer Anzeige (nicht) einverstanden sein
to make an ad / a brand stick in people's minds	Both annoying slogans and advertisements that give viewers an emotional response will make a brand stick in people's minds.	eine Anzeige / eine Marke im Gedächtnis der Menschen verankern
to trigger a discussion of something	Women's underwear advertisements have recently triggered a discussion of body positivity and beauty standards.	eine Diskussion über etwas auslösen
to come under scrutiny	Mindy's company came under scrutiny for her controversial messages about transgender rights.	zum Gegenstand genauer Untersuchung werden / auf den Prüfstand kommen
to take an ad down	After so much criticism, the company was forced to take the ad down.	eine Anzeige entfernen
to get a powerful message across	The environmental organisation got a powerful message across with the ad including images of a melting glacier.	eine starke Botschaft vermitteln
to symbolise something	Many unexpected parts of advertisements can influence viewers, for instance, the colour green often symbolises the environment or other aspects of the natural world.	etwas symbolisieren
to portray the difference between ... and ...	A recent ad portrayed the difference between the effects of a generic version of the product and the brand name version, which performed much better.	den Unterschied zwischen ... und ... aufzeigen
to prevent someone from doing something	Many TV commercials in the US attempt to prevent people from smoking by showing cancer patients who used to smoke.	jemanden davon abhalten, etwas zu tun
to inform the viewer what he/she is consuming / being exposed to	Informative advertisements about certain foods or medications attempt to inform the viewer what he/she is consuming / being exposed to.	den Betrachter/die Betrachterin darüber informieren, was er/sie konsumiert / welchen Dingen er/sie ausgesetzt ist
to expose the truth behind a familiar idea	Other ads expose the truth behind a familiar idea or a common misconception.	die Wahrheit hinter einer vertrauten Idee enthüllen
to use scare tactics	TV programmes use scare tactics to discourage people from driving drunk.	Angstmacherei / Panikmache anwenden
to portray stereotypes	Some advertisements portray stereotypes in an exaggerated way to grab viewer's attention.	Stereotype darstellen
to present a controversial viewpoint	The salesman wanted to present a controversial viewpoint in an advertisement to get more attention.	einen kontroversiellen Standpunkt präsentieren

to bring up taboo topics	In an advertisement geared towards children or the general population, it's probably not profitable to bring up taboo topics.	Tabuthemen ansprechen
to evoke disgust	Ads from organisations looking for donations for a warzone can evoke disgust at the horrible conditions.	Empörung / Abscheu hervorrufen
to cause fear / anger	Advertisements depicting dying species cause fear and anger in their viewers.	Angst / Wut auslösen
to have individual boundaries	Companies often have individual boundaries regarding the advertising tactics they are comfortable using.	individuelle Grenzen haben
there's a difference between thought-provoking and disturbing	When it comes to ads convincing consumers to eat less meat, there's a difference between thought-provoking and disturbing.	es gibt einen Unterschied zwischen nachdenklich machend und verstörend
showing real events can cross a line	Showing real events, especially in areas of world conflict, can cross a line.	die Darstellung realer Ereignisse kann eine Grenze überschreiten
advertisements will stick in one's memory	Advertisements will stick in your memory if they have noteworthy images or touching music.	Werbung wird im Gedächtnis haften bleiben
to provide a wake-up call	Many commercials provide a wake-up call to those who haven't understood how serious a situation is.	einen Weckruf liefern
to shock someone into paying attention	Images of climate change or situations in other countries can shock someone into paying attention.	jemanden schockieren, damit er/sie aufmerksam wird
to make someone think differently	Effective advertising can make people think differently if the information is presented in a persuasive way.	jemanden zum Andersdenken anregen / bringen
to take on a new perspective regarding something	After Jill saw the programme about the myths of nuclear energy, she took on a new perspective regarding the sustainability of the energy source.	eine neue Perspektive in Bezug auf etwas einnehmen
the viewers' emotional reactions guarantee that the label / brand will be remembered	The viewer's emotional reactions to the heart-warming ad guaranteed that the label / brand will be remembered.	die emotionalen Reaktionen der Betrachter/innen garantieren, dass das Label / die Marke im Gedächtnis bleibt
to feel provoked / annoyed by an advertisement	Gretchen always feels provoked / annoyed by an advertisement for a particular insurance company.	sich durch eine Werbung provoziert / verärgert fühlen
Living a photoshopped life?		
to retouch pictures / images	Many Internet personalities retouch their pictures / images to make them appear flawless.	Bilder retuschieren / nachbessern
to accentuate details	Every TV commercial for a restaurant accentuates details of every single food item to increase viewers' appetites.	Details hervorheben

to smooth skin	Make-up commercials smooth skin and fine lines to underscore the effectiveness of their advertised product.	die Haut geschmeidig machen
to add lighting	Advertisements for vacation packages add lighting to make the location look extra attractive.	Belichtung hinzufügen
to adjust contrast	Graphic designers adjust contrast to make objects in advertisements more noticeable.	den Kontrast anpassen
to make something look as appetising as possible	Saanvi knows that food advertisements have to make every item look as appetising as possible.	etwas so appetitlich wie möglich aussehen lassen
to create a stunning image	The combination of the sunset in the background and the serene expression on the model's face created a stunning image.	ein atemberaubendes Bild schaffen
to remove distractions / imperfections	It's an editor's job to remove distractions or imperfections using editing software from a potential advert.	Ablenkungen / Unvollkommenheiten entfernen
to bring out all the important details	Min Jung edits photos of manicures to bring out all the important details of each nail polish job.	alle wichtigen Details hervorheben
to be slightly / drastically retouched	Most videos played during primetime spots are slightly / drastically retouched.	leicht / radikal retuschiert werden
to make body parts look smaller / larger	Even videos of clothing models are often edited to make body parts look smaller / larger.	Körperteile kleiner / größer erscheinen lassen
to add realistic shape / detail	Tarah added realistic shape / detail to every photo of the product to make it even more eye-catching.	realistische Formen / Details hinzufügen
to measure how much an image has been retouched	When properly done, it can be difficult to measure how much an image has been retouched.	messen, wie stark ein Bild retuschiert worden ist
to be immune to the effects of image manipulation	No person is completely immune to the effects of image manipulation; it has a subconscious effect on all of us.	gegen die Auswirkungen von Bildmanipulationen immun sein
images are digitally processed	All images for advertisements are digitally processed and thoroughly examined before publishing or printing.	Bilder sind digital bearbeitet
to fake the look of a product	Many companies have figured out how to fake the look of an expensive product and make money from people who pay the price of the original.	das Aussehen eines Produkts fälschen
to develop a critical eye	As a consumer, it's important to develop a critical eye of the advertising industry.	ein kritisches Auge entwickeln
to compare product pictures and real products	Samy compared product pictures and real products, and the real products were almost always less impressive than their pictures.	Produktbilder und reale Produkte vergleichen
to edit pictures invisibly	Today it's even possible to edit pictures invisibly so that no one can tell it's not the original.	Bilder unmerkbar bearbeiten

to make controversial statements	A great number of companies have made controversial statements and later retracted them or apologised.	kontroversielle Aussagen machen
to imply that being skinny is important	Fashion ads imply that being skinny is important or even the only thing that's important in order to be viewed as beautiful.	andeuten, dass mager zu sein wichtig ist
to be exposed to unhealthy images of the ideal body shape	Teenage girls are exposed to unhealthy images of the ideal body shape in almost every fashion magazine.	ungesunden Bildern von der idealen Körperform ausgesetzt sein
to justify someone's actions	Not understanding what she said did not justify Julia's actions.	jemandes Handlungen rechtfertigen
to possess the ideal body shape	Very few people possess the ideal body shape, and this shape has even changed throughout history.	die Idealfigur besitzen
to have concerns	Ron had some concerns about the way that muscle-building supplements were being advertised to young boys.	Bedenken haben
to sacrifice someone's health and well-being	Hal wasn't willing to sacrifice his health and well-being to look like a body builder.	jemandes Gesundheit und Wohlbefinden opfern
to acknowledge a fact	It can be refreshing when ads acknowledge the fact that the product is weird or would appeal only to a smaller group of people.	eine Tatsache anerkennen
to sell values	Many modern companies sell values and advertise their moral superiority, especially when they sell eco-friendly products.	Werte verkaufen
to be portrayed as ideal	The women represented in high-fashion clothing advertisements are portrayed as ideal and often as unattainable examples of beauty.	als ideal dargestellt werden