



What company has the best commercials?

## Business English Conversation

**Basic Class**

# Picture Description

B



What is he writing on the whiteboard?



A



What projects are they working on?

# Business World



Many websites collect information about their users' lives and lifestyles, and sell the information to advertisers. Some people say the websites go too far. Is targeted advertising good for consumers, or should we have more privacy?

## Vocabulary

- |               |             |
|---------------|-------------|
| 1. dislike    | 5. common   |
| 2. prefer     | 6. loyal    |
| 3. lifestyle  | 7. interest |
| 4. successful | 8. consumer |

<b>Max</b>	Hi, Pete. What are you working on?
<b>Pete</b>	<b>I'm trying to</b> find a way of advertising this canned coffee in Europe.
<b>Max</b>	<b>Isn't it</b> a <b>common</b> product there?
<b>Pete</b>	Not really. Europeans <b>prefer</b> filter coffee, or jars of instant coffee.
<b>Max</b>	<b>Do you think we can</b> make canned coffee <b>successful</b> over there?
<b>Pete</b>	Sure! <b>We just need to</b> find the right angle.
<b>Max</b>	What do you mean?
<b>Pete</b>	We just need the right idea to get their <b>interest</b> .

**Sentence Building**

1. I'm trying to .....

3. Do you think we can .....?

2. Isn't it .....?

4. We just need to .....



## Scenario: Online Advertising

**Student A** is keen to advertise their company's product online. He/she asks **Student B** for advice and ideas.

### Student A

- We need to start online advertising.
- Do you think that will be effective?
- Should we call a consultant?
- Do you think we can ....?

### Student B

- I think we should ....
- In my opinion, ....
- That might be a good idea.
- I think it is possible.

- What products have you bought because of persuasive advertising?
- What advert do you find most annoying?
- What is the most advertised product in Japan?