

ENGLISH 900

900

广告
英语
900句

龚红霞 / 编著

中国书籍出版社

Advertisement *English* 900

20
广告

英语
900

句

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图书在版编目(CIP)数据

广告英语 900 句/龚红霞主编. —北京: 中国
书籍出版社, 2002. 9

ISBN 7-5068-0915-X

I. 广… II. 龚… III. 广告—英语—口语 IV. H319.9

中国版本图书馆 CIP 数据核字(2002)第 069769 号

书 名/广告英语 900 句

书 号/ISBN 7-5068-0915-X/H·169

责任编辑/赵海生

责任印制/王大军 刘颖丽

封面设计/北京夸菲特艺术设计事务所

出版发行/中国书籍出版社

地 址/北京市丰台区太平桥西里 38 号(邮编: 100073)

电 话/(010) 63455164 (总编室) (010) 63454858 (发行部)

经 销/全国新华书店

印 刷/北京京海印刷厂

开 本/1168 毫米×850 毫米 1/32 11 印张 291 千字

版 次/2002 年 9 月第 1 版 2002 年 9 月第 1 次印刷

印 数/0001-3000 册

定 价/16.00 元(册)

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前言

“现代人呼吸着广告。”——在抨击广告到处泛滥的同时,没有人真正怀疑过广告的作用。广告,就是广而告之,即广泛地告知公众某种事物的宣传活动。随着我国加入WTO,进出口商贸活动将日趋频繁,广告的作用也会更加突出。如何做出便于国际交流的广告将是我国企事业发展所面临的一大难题。本书的宗旨是通过通俗易懂的方式,介绍国外广告的真正运作原理和表达形式,为提高我国的广告水平尽一份微薄之力。另外,本书也是学习英语的好材料。广告英语一般都是通过多番推敲和斟酌,用词往往优美独到,句法洗练而内涵丰富,有很高的语言欣赏价值,读者能在学习之余获得美的享受。

本书参照了国外的书籍、杂志和报刊等,在编写过程中,肯定会有一些疏漏之处,恳请读者批评指正。

编者

2002年9月

目 录

Contents

Lesson 1. An Introduction to Advertising and Promotion	
广告和推销的简介	(1)
Lesson 2. The Role of Advertising and Promotion in the Marketing Process	
广告和促销在商业运作中的作用	(11)
Lesson 3. Organizing for Advertising and Promotion and the Role of Agencies	
广告和促销的组织及广告公司的作用	(21)
Lesson 4. Perspectives on Consumer Behavior	
消费过程的观察	(30)
Lesson 5. Market Segmentation and Positioning	
市场分割及定位	(40)
Lesson 6. The Communications Process	
沟通宣传过程	(48)
Lesson 7. Source, Message, and Channel Factors	
广告宣传、信息和渠道等因素	(57)
Lesson 8. Determining Advertising and Promotional Objectives	
确立广告和推销的目标	(67)
Lesson 9. The Advertising and Promotions Budget	
广告和推销预算	(76)
Lesson 10. Creative Strategy: Planning and Development	
创意策划: 策划与创作	(84)
Lesson 11. Creative Strategy: Implementation and Evaluation	

创意策划:实施和评估	(93)
Lesson 12. Media Planning and Strategy	
媒体计划与策略	(104)
Lesson 13. Evaluation of Broadcast Media	
对广播电视媒体的评估	(112)
Lesson 14. Evaluation of Print Media: Magazines and Newspapers	
评估印刷媒体:杂志和报纸	(120)
Lesson 15. Support Media	
辅助性媒体	(129)
Lesson 16. Direct Marketing	
直销	(136)
Lesson 17. Sales Promotion	
销售促销	(143)
Lesson 18. Public Relations, Publicity, and Corporate Advertising	
公共关系、宣传和团体广告	(149)
Lesson 19. Personal Selling	
人员销售	(156)
Lesson 20. Measuring the Effectiveness of the Promotional Program	
衡量推销计划的效果	(164)
Lesson 21. Business-to-Business Communications	
针对商家的宣传	(172)
Lesson 22. International Advertising and Promotion	
国际性的广告与推销	(181)
Lesson 23. Regulation of Advertising and Promotion	
规范广告和推销	(190)
Lesson 24. Evaluating the Social, Ethical, and Economic Aspects of Advertising	
评估广告的社会、道德和经济因素	(197)
附录	(206)

精彩广告语·····	(206)
广告欣赏·····	(209)
广告和推销术语·····	(303)

Lesson 1

An Introduction to Advertising and Promotion

广告和推销的简介

Key Sentences (重点句子)

1. Marketing is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational objectives.

市场运作是一个制定和实施某一构想、确定价格、促进销售并提供一个想法、一种商品或服务来换取个人或团体的满意的过程。

2. It has been suggested that exchange constitutes the core phenomenon or basic domain for study in marketing.

有人认为相互之间的交易是市场研究的主要部分。

3. In the complex society and economic system in which we live, advertising has evolved into a vital communication system for both consumers and businesses.

在我们复杂的社会和经济环境下,广告已成为消费者和商家之间一个至关重要的环节。

4. The advertising was supported by various forms of sales promotion such as couponing, premium offers, and point-of-purchase displays.

广告被各种销售促销手段所支持,比如提供奖励、奖金,以及商品展销等。

5. Advertising and promotion are an integral part of our social and economic systems.

广告和推销是我们社会和经济体制中不可缺少的部分。

6. The ability of advertising and other promotional methods to deliver carefully prepared messages to targeted audiences has given them a major role in the marketing programs of most organizations.

广告和其他促销方法能有效地把信息传达给受众,所以各种商家把它们列为市场运作中的重要环节。

7. In market-based economies, consumers have learned to rely on advertising and other forms of promotion to provide them with information they can use in making purchase decisions.

在市场经济下,消费者已经学会依靠广告或其他促销活动来引导他们做出各种购买决定。

8. Nonprofit organizations such as charities, religious organizations, the arts, and colleges and universities seek and receive millions of dollars in donations every year.

非营利组织,比如慈善组织、宗教团体、文艺部门、大学及学院等每年都在寻求并获得几百万美元的捐款。

9. Donors generally do not receive any material benefits for their contributions but donate in exchange for intangible social and psychological satisfactions such as feelings of goodwill or altruism.

捐赠者一般从捐赠活动中得不到任何经济回报,但却可得到无形的回报,比如:社交或精神上的满足,就像友爱的感觉和为人民服务的高尚情操。

10. The 4 Ps—product, price, place(distribution), and promotion—are referred to as elements of the marketing mix.

生产、价格、发售地、促销手段被认为是市场动作的四大因

素。

11. Marketers have long recognized the importance of combining and coordinating the elements of the marketing mix into a cohesive marketing strategy.

很多商业人士认为把市场动作的四大因素并列组合成一套紧密结合的市场策略是非常重要的。

12. The promotional program must be part of a viable marketing strategy and coordinated with other marketing activities.

促销计划是整个市场策略的一部分,它必须与其他市场行为协调运作。

13. Integrated marketing communications involves coordinating the various promotional elements along with other marketing activities that communicate with a firm's customers.

整个商业交流包括各种促销手段及其他与顾客交流的商业行为。

14. A high price may symbolize and communicate quality to customers, as may various other aspects of the marketing program such as the shape or design of a product, its packaging, brand name, or the image of the stores in which it is sold.

高价位、产品的形状及其包装,商标名称或销售所在商店的形象等都会给顾客对该产品的质量留下一定的印象。

15. Promotion has been defined as the coordination of all seller-initiated efforts to set up channels of information and persuasion to sell goods and services or promote an idea.

促销就是商家为达到推销产品或服务的目的,建立各种交流或劝说的渠道而所做的各种努力。

16. The basic tools or elements used to accomplish an organization's communication objectives are often referred to as the promotional mix and include advertising, personal selling, publicity/public re-

lations, and sales promotion.

商家与消费者的沟通一般通过各种商业手段达到,比如:广告、人员销售、公共关系或商业促销等。

17. Advertising is defined as any paid form of non-personal communication about an organization, product, service, or idea by an identified sponsor.

广告是指任何一位广告客户出资对一个企业、一种产品、服务或观念进行宣传以达到非个人交流的目的的行为。

18. Advertising can represent a cost-effective method for communicating with large audiences, and cost per contact through advertising is often quite low.

在与极大数量的受众进行沟通时,广告是一种价格较合理的手段。

19. Advertising also can be used to create images and symbolic appeals for products and services, a capability that is very important to companies selling products and services that are difficult to differentiate.

广告能为产品和服务树立良好的形象,所以使某种产品和服务能在众多品牌中脱颖而出。

20. In many cases, the strong equity position a company and/or its brand enjoys is established and reinforced through advertising that focuses on the image, product attributes, service, or other features of the company and its products or services.

很多情况下,一个公司或品牌是通过广告获得了强有力的地位。因为广告关注于品牌形象、产品性能、服务及其他公司或品牌的特征等。

21. The advantage of advertising is its ability to strike a responsive chord with consumers when other elements of the marketing program have not been successful.

广告的优势在于当其它商业行为失败时,而它却有能力和消费者。

22. Direct marketing refers to a system of marketing by which organizations communicate directly with target customers to generate a response and/or a transaction.

直销是商家为获得消费者的回应以及交易可能,而采取与消费者直接沟通的方式

23. Direct marketing involves the use of a variety of activities, including direct selling, telemarketing, and direct response advertisements through direct mail and various broadcast and print media.

直销包括上门推销、电话直销、直接邮购、广播及新闻媒体刊登的直销广告等。

24. Direct marketing allows a company to be more selective and target its marketing communications to specific customer segments.

直销使厂家有了更多的选择机会,并可以针对具体消费群展开专门的推销活动。

25. Sales promotion is generally defined as those marketing activities that provide extra value or incentives to the sales force, distributors, or the ultimate consumer and can stimulate immediate sales.
- 销售促销是给销售人员、批发商或消费者提供一定的回扣式奖励,以便达到快速交易的目的。

26. Sales promotion is generally broken into two major categories: consumer-oriented and trade-oriented activities.

销售促销有两大类,一种是针对消费者而另一种是针对其他商家。

27. Consumer-oriented sales promotion is targeted to the ultimate user of a product or service and includes a variety of tools such as couponing, sampling, premiums, rebates, contests, sweepstakes, and various point-of-purchase materials.

针对消费者的销售促销包括优惠券、免费品尝、奖金、折扣、竞赛、竞猜,以及各种购物时所额外提供的物品。

28. Trade-oriented sales promotion techniques are targeted toward marketing intermediaries such as wholesalers, distributors, and retailers.

针对商家的销售促销对象是各种贸易中间人,比如:批发商及零售商。

29. Promotional and merchandising allowances, price deals, sales contests, and trade shows are examples of some of the promotional tools used to encourage the trader to stock and promote a company's products.

推销补助、价格优惠、推销竞赛、贸易展览等促销手段被用来鼓励商家贮备和推销公司产品。

30. The rapid growth of sales promotion has also created promotional clutter. Consumers are bombarded with too many coupons, contests, sweepstakes, and other promotional offers.

销售促销的过快发展导致促销混乱,消费者被太多的优惠券、竞赛、竞猜等各种促销手段所包围。

31. Publicity refers to non-personal communications regarding an organization, product, service, or idea that is not directly paid for nor run under identified sponsorship, usually coming in the form of a news story, editorial, or announcement about an organization and/or its products and services.

业务宣传指的是围绕一个组织、产品、服务及观点所进行的非个体的沟通交流。它不需要直接付费,或在某个特定的广告代理下进行。它最常见的形式是就某商家或某产品发表的新闻、社论和声明等。

32. The company or organization will attempt to get the media to provide coverage of or run a favorable story on a product, service,

cause, or event to affect awareness, knowledge, opinions, and/or behavior.

各公司或组织总希望媒体能对产品、服务、事业或事件展开正面的报道,以唤起消费者的认同和购买欲望。

33. The various techniques used to gain publicity include news releases, press conferences, feature articles, photographs, films and tapes etc.

有各种手段可以达到业务宣传的目的,比如:发表新闻,举行记者招待会,专题报道,图片、影片和磁带展示等。

34. Consumers generally tend to be less skeptical toward favorable information about a product or service when it comes from a source they perceive to be unbiased and objective.

倘若该媒体被公认为是公正和客观的话,消费者一般还是相信那些产品或服务的正面报道。

35. While an organization may incur some costs in developing publicity items or in maintaining a staff to execute this function, these expenses will be far less than for the other promotional programs.

当公司展开业务宣传时,肯定会有一些宣传和人员的费用,但比起其他促销手法的费用来说是相当少的。

36. Public relation is defined as the management function which evaluates public attitudes, identifies the policies and procedures of an individual or organization with the public interest, and executes a program of action to earn public understanding and acceptance.

公共关系是一个管理行为。它用来评价公众态度,从公众的利益出发来鉴别个体及团体的政策和办事程序,或开展一系列活动来赢得公众的理解和认同。

37. The public relations function uses a variety of other tools to manage an organization's image, including special publications, participation in community activities, fund-raising, sponsorship of special

events, and various public affairs activities.

公共关系部门使用一系列的方法维护公司形象,比如:发行专门刊物,参加社团活动,建立基金,赞助某一特别活动及其他各种公众事务。

38. Personal selling is a form of person-to-person communication in which a seller attempts to assist and/or persuade prospective buyers to purchase the company's product or service or to act on an idea.

人员销售是一种人与人的直接沟通方式,在这个过程中,销售人员试图协助或劝说潜在消费者购买公司的产品、服务及其他。

39. Personal selling gives the marketer communication flexibility, as the seller can see or hear the potential buyer's reactions to the message and modify the message accordingly.

人员销售使商家的沟通方式较灵活,因为销售人员可以看到或听到潜在消费者对产品或服务的反应,并有针对性地进行修改。

ADs (广告实例)

The Oral-B Indicator

Your dentist can not remind you when to replace your toothbrush.

That's our job.

Although dentists advise you to replace your brush, they really can not be there to tell you when. The Oral-B Indicator can.

You see, the American Dental Association recommends you replace your toothbrush every three months. They believe strongly that a worn toothbrush is less effective at removing plaque. That is why most dentists tell you to change your toothbrush. The blue band fades with brushing, so you can see when it is a time for a new Indicator. It is that simple.

But developing the indicator was anything but. It has been thoroughly researched over an extensive period with more than 1,500 patients and 300 dentists and hygienists on its quality.

Also, like all Oral-B brushes, the indicator was clinically shown to be unsurpassed at removing plaque versus the other leading brands. Without any sign of gingival irritation or abrasion. No wonder Oral-B is the tooth-brush more dentists use.

All in all, the indicator is another fine example of Oral-B's ongoing commitment to serious dental care.

So listen to your dentist. Replace your brush with the Indicator from Oral-B. It is the ultimate gentle reminder.

Oral-B, the Brand More Dentists Use.

欧乐-B 显示牙刷

该换牙刷的时候,你的口腔护理专家不能提醒你。

那是我们的工作。

尽管口腔护理专家们建议你更换牙刷,可他们不能如影相随地告诉你具体的更换时间。但是欧乐-B 显示牙刷可以。

你知道,美国牙科协会郑重向你建议每三个月就替换一次牙刷。他们坚信一支磨损的牙刷对去除牙斑是没有多大效果的。为什么多数口腔护理专家建议你按时更换牙刷的原因就在于此。欧乐-B 显示牙刷独有的蓝色显示刷毛会随着使用而逐渐地褪色,你就能判断什么时候需要一支新的显示牙刷。就这么简单。

但是这种牙刷的功能不止于此。通过对 1500 多位病人以及 300 多位口腔护理专家和卫生学者的长期调查,证明欧乐-B 显示牙刷品质优良。

就像其他的欧乐-B 牙刷,临床证明和其他著名品牌的牙刷相比这种显示牙刷对去除牙斑具有卓越的功能,对牙龈无任何的刺激和磨损。更多的口腔护理专家使用欧乐-B 牙刷也就不足为奇了。

总之,这种显示牙刷是欧乐-B 致力于牙齿保护事业的又一例

证。

采纳口腔护理专家的建议,让欧乐-B 显示牙刷替换你的牙刷。
它是一位极为温和文雅的提醒者。

欧乐-B,更多口腔护理专家选用的品牌。

Notes 注释

fade: 消失,褪色

hygienist: 卫生学者

versus: 对比,对

gingival: 齿龈的

abrasion: 磨损,磨去