

Word strategies November 2017

1. Keywords - Record the keywords in each text, i.e. the words that are necessary/useful to re-tell the information presented. - a **diagramme** with the ideas structure is a better way of recording them than a list.

2. Vocabulary guessing strategy: guess the meaning of the following words in their context - the text and paragraph is each time mentioned - **fluo these words** in the text to make our correction in class easier.

Minority report-style ad billboards...

§1 / 4 – (the technology) seen in the dystopian thriller/based on the dystopian short story by Philip K. Dick which warned of how such technology would be used in the future to crush privacy and civil liberties.

§5 – the new technology is not as chilling as the movie equivalent. It is not far off. :

§10 – The privacy watchdog *The Open Rights Group* labeled the idea « creepy ».

Can Coca-Cola save the world?

§1 – *Good Things*, an independent group of concerned citizens acting on behalf of the environment:

§2 – 11 of the world's most important forests are set for catastrophic deforestation. If nothing is done, we stand to lose up to 420 million acres of forest over the next 15 years.

§4 – in a public pitch across social media, *Buy The World A Hope* is publicly calling on Coke's CEO.

§8 – It would take an extremely courageous CEO to make this call, although it's not impossible.



§5 – a superficial Coke campaign about women ogling a topless gardener

Snap Spectacles:

§7 – you don't have to hold down anything to record with Spectacles. Being hand-free is handy.

§9 – As a direct extension of their current business model, the glasses serve to enhance the experience rather than add unnecessary distractions.

§10 – Snapchat is tapping in to a generation that is willing to try new technologies and take up new products.

Nudge to the produce aisle by a look in the mirror

§2 – the posters herald the sugary drinks, wavy chips, ...:

§3 – he felt quite a different tug:

§6 – two social scientists outmaneuvering the processed-food giants:

§6 – they are out to increase consumption of fruits and vegetables:

§6 – they gently prod shoppers:

§9 – produce sales had jumped 10 percent, with a whopping 91 percent rise for...

§9 – it now plans to put the placards in every cart:

§11 – he worked on a string of groundbreaking studies at the Food and Brand Lab:

§11 – a concept known as mindful eating:

§12 – his own sizable belly:

§14 – they are pursuing a strategy that is called nudge marketing:

§15 – Nudge marketing calls for applying just the right amount of pressure to persuade:

3. Collocations: Fill in the right words – **Advice:** do this without the help of the prompts on top of each exercise, after working on the text and making your own notes for the collocations in each doc

Minority report-style ad billboards...:

beam (back) – board – bombard – broadcast – chilling – deliver – display – regular – retail – roll out – set – spy on- with

1. The company has __ a Facebook app.
2. They own a luxury __ chain.
3. The machine __ discount coupons.
4. They'll __ advertising messages on __ billboards.
5. In the film, advertisers __ him __ personalized messages.
6. These new billboards are __ to be installed in the main cities.
7. The technology then __ the captured images to servers.
8. Minority Report communicated a __ perspective on the future.
9. The ads are __ on huge billboards.
10. Mind the gap when you __ the train.
11. They also show mannequins that __ shoppers.

Can Coca-Cola save the world?

commitment – corporate – empowering – following – go – mainstream – meet – positive – publicity – second most – seismic potential – vending

1. The __ machine in the office dispenses really tasteless coffee.
2. How would the young generation __ such a philanthropic gesture?
3. Our brand makes a __ to positive __ citizenship by respecting all its stakeholders today and tomorrow.
4. Taking __ action benefits many brands in today's environmentally-aware world.
5. Brands such as Always and Dove has seen their __ campaigns __ viral and have enjoyed huge __ .
6. Youtubers today attract a devoted __ of millennials.
7. The vast majority of __ brands are simply ignoring these possibilities.
8. Coke is the __ recognized word on earth.
9. Such positive actions offer __ for change.

Snap Spectacles

awkwardly – core – drastic – first person – footage – headset – launches – opens up – pursuits – released – run – tap –

1. The wearer can take __ video __ and upload instantly to Snapchat.
2. Snap Inc. __ Spectacles recently.
3. To record, just __ the button.
4. This is not a __ change.
5. I even used Spectacles to __ errands.
6. This __ opportunities to record activities that were previously difficult to capture.
7. Keep your snaps at just the right length, don't make them __ long.
8. Oculus VR is a virtual reality__ .
9. Skating and hanging out are typical teen __ .
- 10.Brands can now instant broadcast product __ and live events to their __ demographics.

The Green Gallery Green Screen ad blocker

assets – awareness for – challenge – designers – divided – exponentially – enhance – floral – generate – launched – reach – renowned – set up – zeitgeist

1. UM Studios __ their ad blocker ad in collaboration with the IMA agency.
2. They are out to increase top-of-mind __ flowers and plants among Europeans.
3. Do you know who __ the concept of the campaign?
4. Research shows that ad blocking is growing __ today among Europeans.
5. It is also known for a fact that flowers can greatly __ our creativity.
6. The concept also __ the common misconception that influencers are just fashion bloggers.
7. Raw, in-the-moment videos are so compelling, they really fit the __ .
8. We are proud we managed to __ a strategic influencer campaign creating much awareness as it was able to __ the relevant and critical audience.
9. The agency collaborated with __ creative influencers, __ arrangers, photographers and digital __ , who provided the artwork and photo and video __ .
10. Such a campaign can be trusted to __ publicity far beyond the original key target.