



MARKETING MAGIC



BUY IT OR SKIP IT?

Look at the questions below. Talk about them in pairs or small groups. Share your ideas and listen to your partner. There are no right or wrong answers — just your opinion!

Have you ever bought something because you saw it on TV or social media?

Have you ever read online reviews before buying something?

Do you think it's easy or difficult to choose what to buy? Why?

What makes you want to try something new — friends, photos, videos, or something else?

Have you ever bought something just because it was said "50% off"?



WHAT'S THE CATCH?

Read the text below. Look carefully at the words in bold — they are useful for talking about adverts and marketing tricks.

Have you seen these tricks before? Talk about them with your partner or in small groups.

Have you ever bought something just because you saw an **advert**? Companies use lots of **tricks** to make people buy their products, even when people don't really need them.

One popular technique is the **special offer**. This could be “buy one, get one free” or “only today – 50% off!”. These offers make people feel like they are saving money. But sometimes, it's not a real **discount** – the original price was higher just to make the new price look better. Adverts are often very **catchy**. They use short, simple words, fun music, or bright colours to **attract** your attention. Some adverts have funny videos or use famous people, which helps people remember the product.

Another common trick is to make the **customer** feel special. Shops might use your name, give you points for buying things, or say, “You are a VIP!”. These ideas help build **trust** between the company and the customer. Shops and adverts often say that a product is **affordable**, meaning it's not too expensive. But be careful – just because something seems cheap, doesn't always mean it's good value.

But not everything in an advert is always true. A product might look amazing in the photo, but in real life, it's smaller or works differently. That's why it's important to read reviews and think before you buy. Next time you see an advert, look carefully. Is it giving you real information? Or is it just trying to **persuade** you with a special offer or a smart trick?



WORDS THAT SELL

Match the bold words on the left with the correct meanings on the right. Use the words from the reading to help you. Work alone first, then check your answers in pairs or in small groups.

1. Have you ever bought something just because you saw an **advert**? ____

2. Companies use lots of **tricks** to make people buy their products. ____

3. One technique is the **special offer** (e.g. “buy one, get two”). ____

4. But sometimes, it’s not a real **discount**... ____

5. Adverts are often very **catchy**, they use short, simple words, fun music... ____

6. They use bright colours to **attract** your attention. ____

7. Another common trick is to make the **customer** feel special. ____

8. These ideas help build **trust** between the company and the customer. ____

9. Shops often say that a product is **affordable**, meaning it’s not too expensive. ____

10. Is it just trying to **persuade** you with a special offer or a smart trick? ____

a) a feeling that you believe someone or something is honest, or safe

b) to help someone say “yes” or agree with you

c) something that shows or talks about a product to make people buy it

d) a deal that gives you something extra or cheaper

e) a smart way to change how someone thinks or acts

f) someone who goes to a shop to buy things

g) to make someone look at or want something

h) money off the normal price

i) fun and easy to remember (like a song or phrase)

j) costs little money, easy to pay for



LET'S PRACTISE!

1. Unscramble the words in the sentences.

- Good photos help **tctrtaa** more customers online. _____
- That advert was so **hctyac**, I can't stop singing the song!

- They used a **ikcrt** to make the dress look longer in the photo.

- The shop has a **caplies fofre** – buy two, get one free!

- This café has **blfodraefa** lunch deals every day. _____
- They use famous people in **dvater** to persuade us. _____
- I got a 10% **dusnocit** on my new phone. _____
- Many **tssomrceu** came for the special offer on Friday.

- Shops try to **rsuaedep** you to spend more money. _____
- A smiling face in the advert helps build **rsttu**. _____

2. Fill in the gaps to make sentences.

- The shoes are very _____, only £15.
- Look at this _____ — would you buy the product?
- I love getting a _____, even if it's small!
- Bright colours can _____ people to a product.
- That was just a marketing _____ — the price didn't really change.
- They used a catchy slogan to _____ customers..
- This _____ is for today only — don't miss it!
- Brands use _____ names to help people remember them quickly.
- Good service makes the _____ want to come back again.
- Once a brand loses your _____, it's hard to believe their adverts again.





TALK IT OUT

Read each sentence. Choose a number from 1 to 5 to show how much you agree or disagree. 1 means "I don't agree at all" and 5 means "I totally agree". Then explain why you chose that number. Use your own ideas or examples.

- 1. Big brands don't need to offer discounts — they already attract enough customers.
- 2. If an advert is catchy, people remember it — even if the message is completely false.
- 3. Some brands pretend to be affordable, but they hide extra costs in small print.
- 4. Adverts are just tricks — they don't tell the truth.
- 5. Adverts often attract attention for the wrong reasons, like using unrealistic beauty or fear.
- 6. Companies don't try to inform you — they only try to persuade you to spend money.
- 7. Adverts are designed to win your trust quickly — even if they lie to do it.
- 8. Most special offers are just a way to sell things that don't sell well.

1	2	3	4	5
1	2	3	4	5
1	2	3	4	5
1	2	3	4	5
1	2	3	4	5
1	2	3	4	5
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WHAT'S IT SELLING?

Look at the picture. It's part of an advert, but the logo is hidden. What do you think the product is? Guess what the advert is for — is it food, clothes, cars, cosmetics, or something else? Use the useful phrases to explain your ideas. Then check if you were right!



Useful Phrases:

- *I think it's an advert for...*
- *It could be selling...*
- *Maybe it's a product like...*
- *The colours/picture make me think of...*
- *It looks like something for...*
- *I'm not sure, but I guess it's...*
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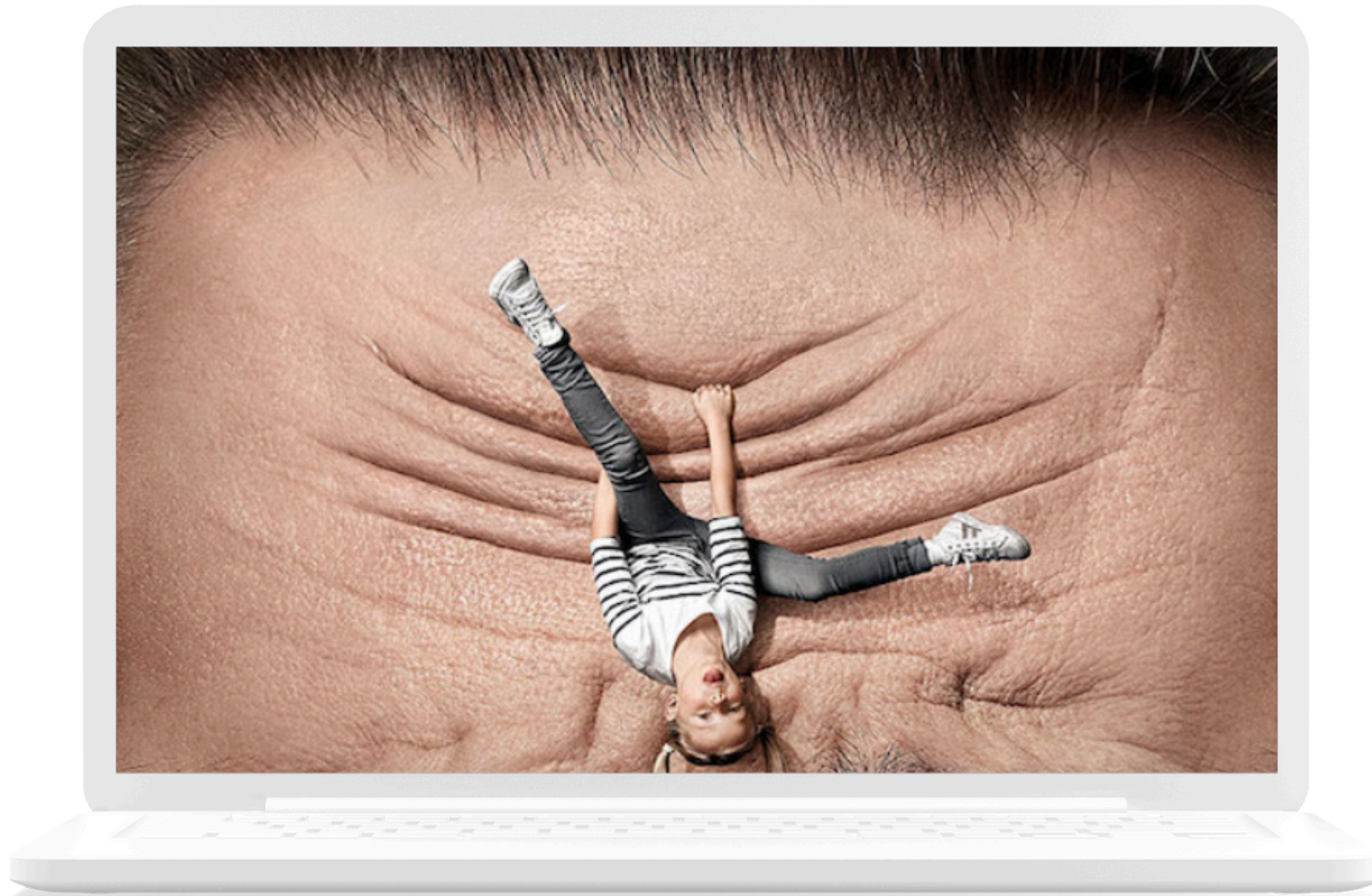
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BRATISLAVA ZOO

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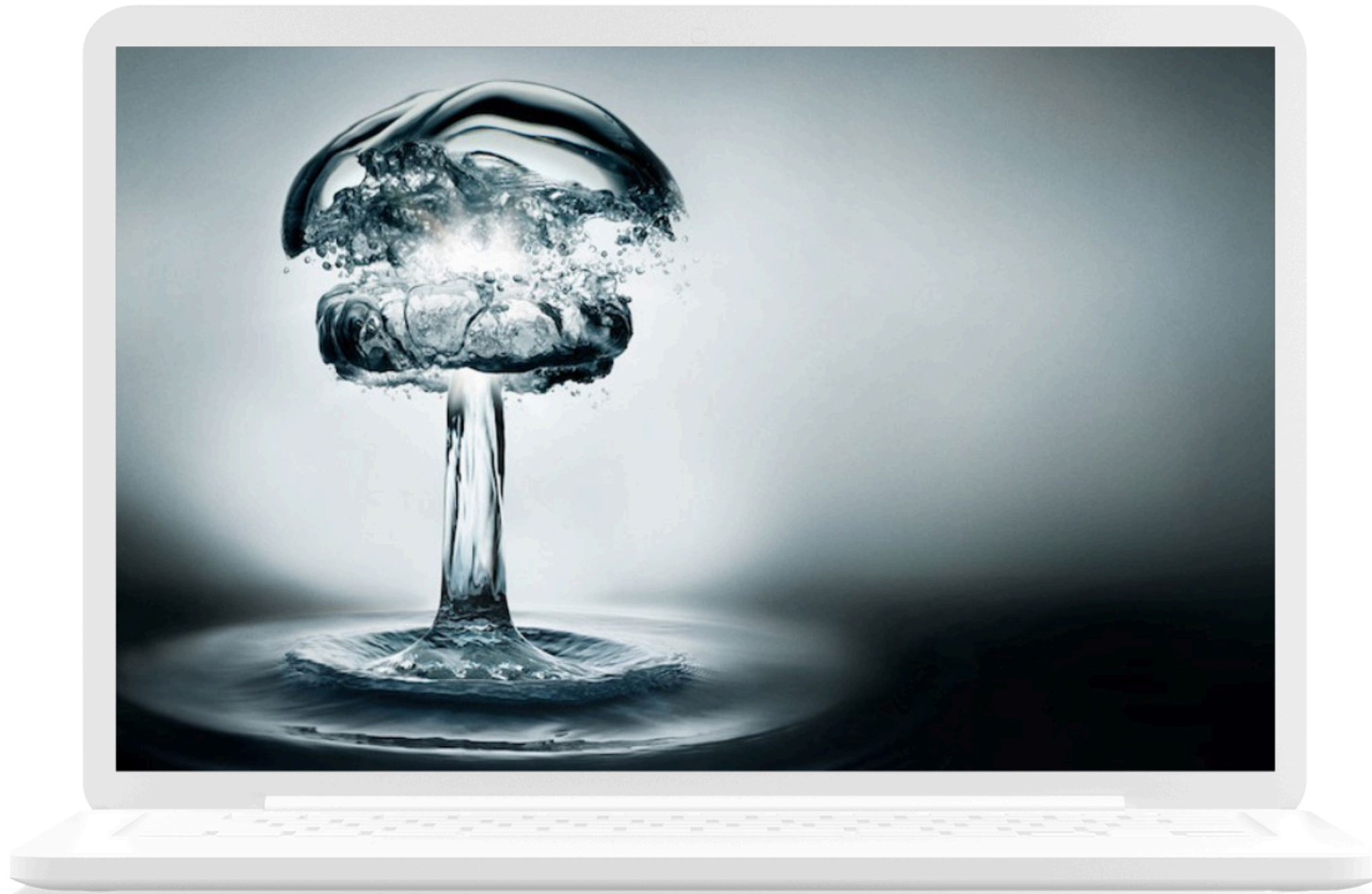
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NIVEA

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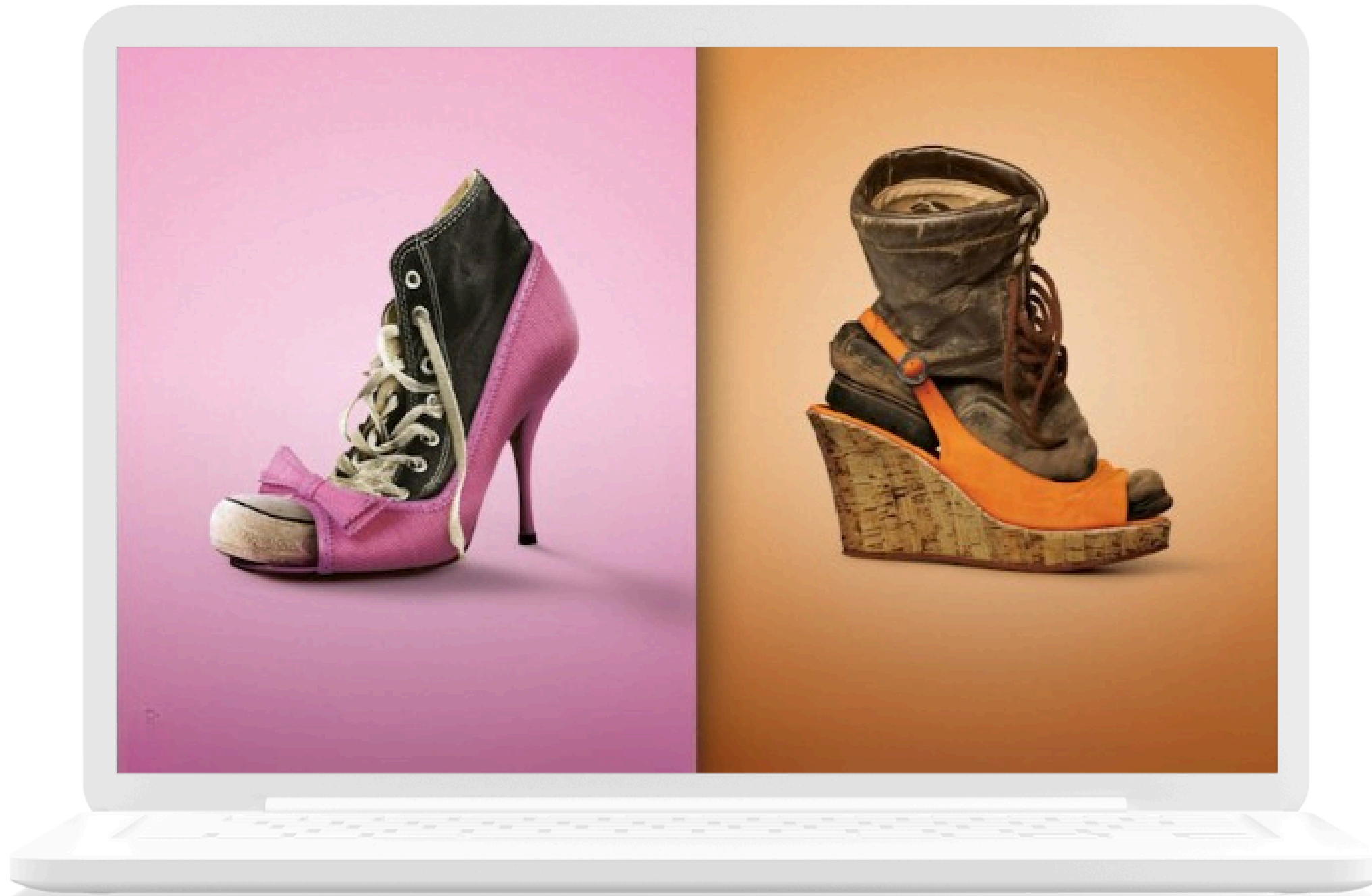
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UNICEF

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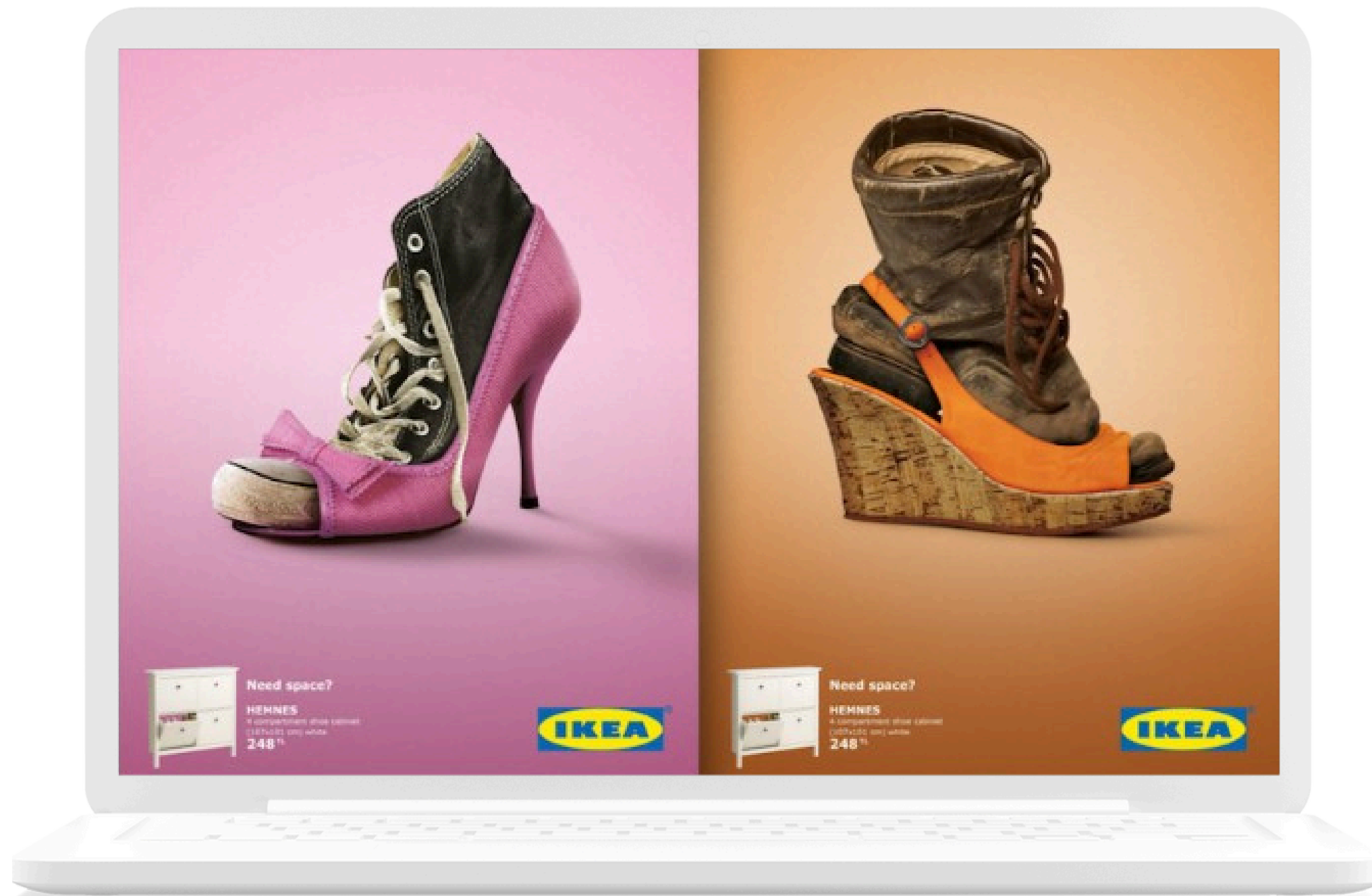


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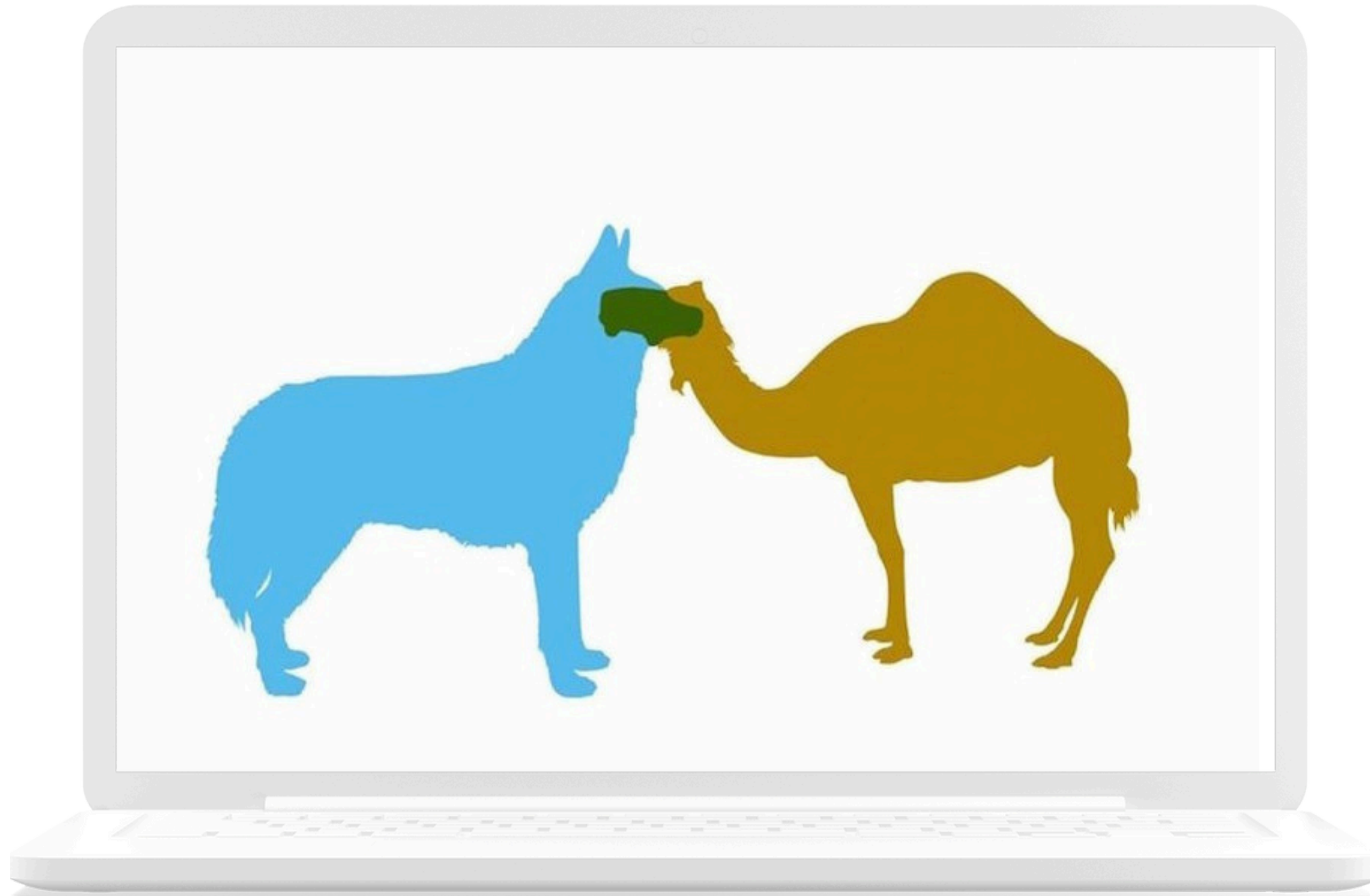
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IKEA

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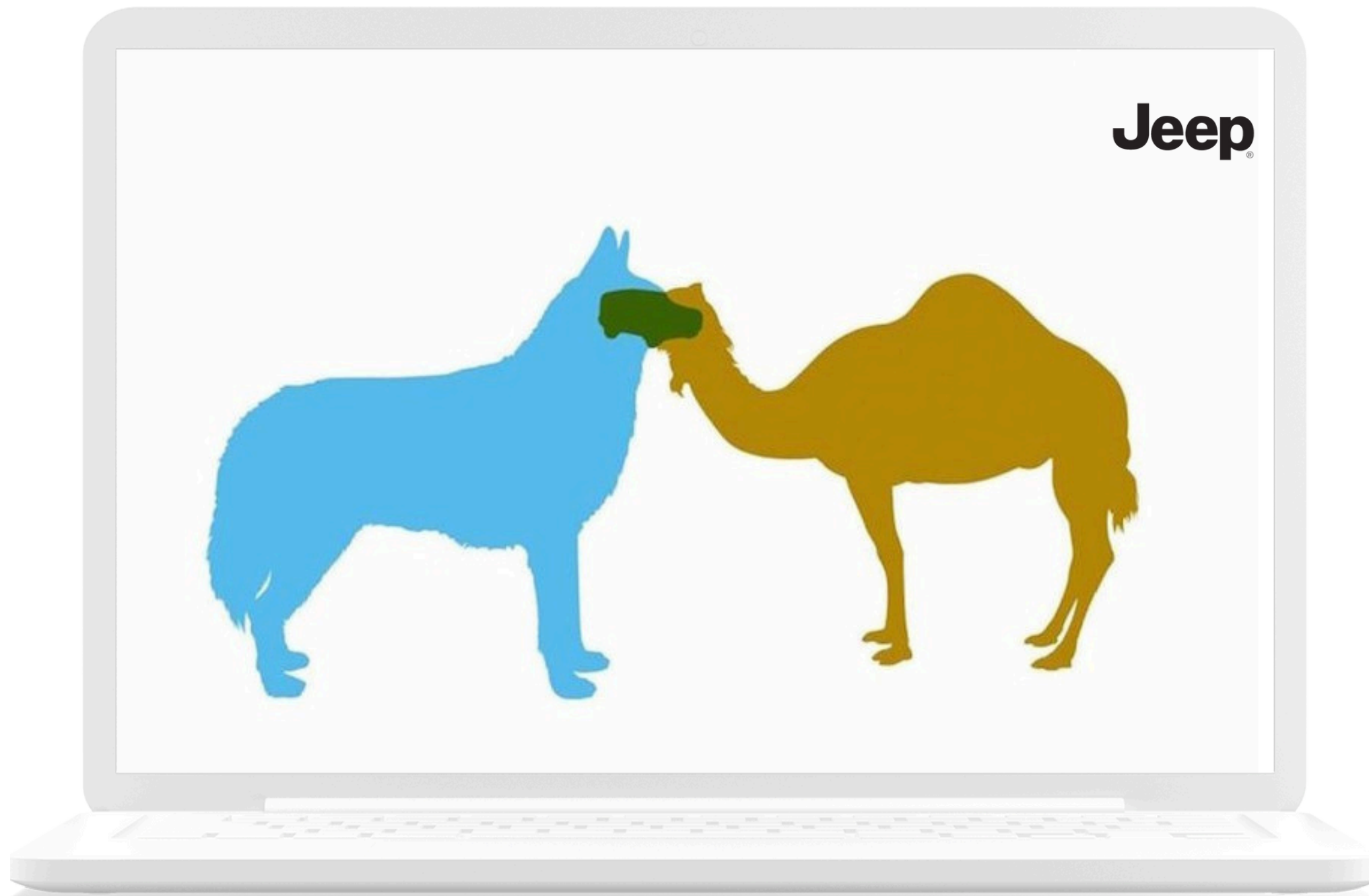


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JEEP



THE PERSUASION GAME



Work in pairs or in small groups. One of you is the seller, the other is the customer. The seller chooses or gets a product (real or imaginary — like super shoes or a robot umbrella), the customer chooses one of the conditions below. The seller must try to persuade the customer to buy the product. Use at least 3 words or phrases from this lesson's vocabulary. The customer can ask questions, say no, or change their minds. After a few minutes, swap roles and try again with a new product or condition.

Conditions:

- *You don't trust adverts.*
- *You only buy affordable things.*
- *You love special offers.*
- *You never buy from big brands.*
- *You hate catchy music in adverts.*
- *You only buy things with a discount.*
- *You want to feel like a smart customer.*
- *You don't like being persuaded.*

Useful Language: Seller

- *It's very affordable — cheaper than others.*
- *We have a special offer this week only.*
- *You get a discount if you buy today.*
- *Lots of customers love this product.*
- *It's been featured in a famous advert.*
- *We don't use tricks — just great designs.*
- *It's made to attract people who want quality.*
- *Let me persuade you to try it.*

Useful Language: Customer

- *Can I trust this brand?*
- *Is it really affordable?*
- *What's the special offer?*
- *I don't like adverts that use tricks.*
- *I'm not sure — I don't want to be persuaded.*
- *It doesn't really attract me.*
- *I need something more useful.*
- *It sounds too good to be true.*

Products:

- *FlashCap — a cap with a built-in fan for hot days.*
- *GlowBrush — a toothbrush that plays music and glows in the dark.*
- *MoodBottle — a water bottle that changes colour with your mood.*
- *SnackSleeve — a jacket with built-in snack pockets.*
- *Silent Alarm Socks — wake up with a gentle foot vibration.*

Products:

- *PocketPet — a toy animal that gives compliments.*
- *SmartPlant — a plant that sings when it needs water.*
- *GlowToes Slippers — light-up slippers for walking in the dark.*
- *Pizza Perfume — for people who love the smell of fresh pizza.*
- *BubbleBook — a book that smells like fresh soap.*

THE GREAT AD DEBATE

**optional activity*

Choose one trick below. Work in pairs or small groups. One group thinks the trick is good and smart. The other group thinks it's bad and unfair. Each group gives reasons. Then vote — is the trick OK or not?

Only a Few Left!

Some adverts say things like “Only 5 left!” This makes people feel they must buy quickly. They think the product is popular or will sell out fast.

Everyone Has It

Adverts sometimes say “1 million people bought this!” This makes you think the product is good because other people have it. But maybe those people didn't like it.

Make You Feel Something

Some adverts show happy families, sad music, or cute animals. They want you to feel happy or emotional. When you feel strong emotions, you might buy something without thinking.

Try It Free

Some adverts say “Free trial — cancel anytime!” You can try the product for free, but it's not always easy to stop later. People forget to cancel and have to pay.

Useful Language: FOR (Good Trick / Smart Idea)

- *This trick helps people make quick choices.*
- *It makes the product look exciting.*
- *It's not a lie — it's just clever.*
- *All companies want to attract more customers.*
- *I think it's normal in adverts.*
- *It helps people find good products.*

Useful Language: AGAINST (Bad Trick / Unfair)

- *This trick is not honest.*
- *It makes people feel stressed.*
- *It tricks customers into buying.*
- *You can't trust this kind of advert.*
- *It's too emotional — not about the product.*
- *People buy things they don't need.*

Other Phrases:

- *I think this trick is effective because...*
- *I wouldn't trust a brand that...*
- *That kind of advert attracts people who...*
- *I agree/disagree because...*
- *Customers can be persuaded easily when...*
- *Discounts are a good idea, but...*
- *People believe this kind of advert because ...*



MARKETING IN ACTION

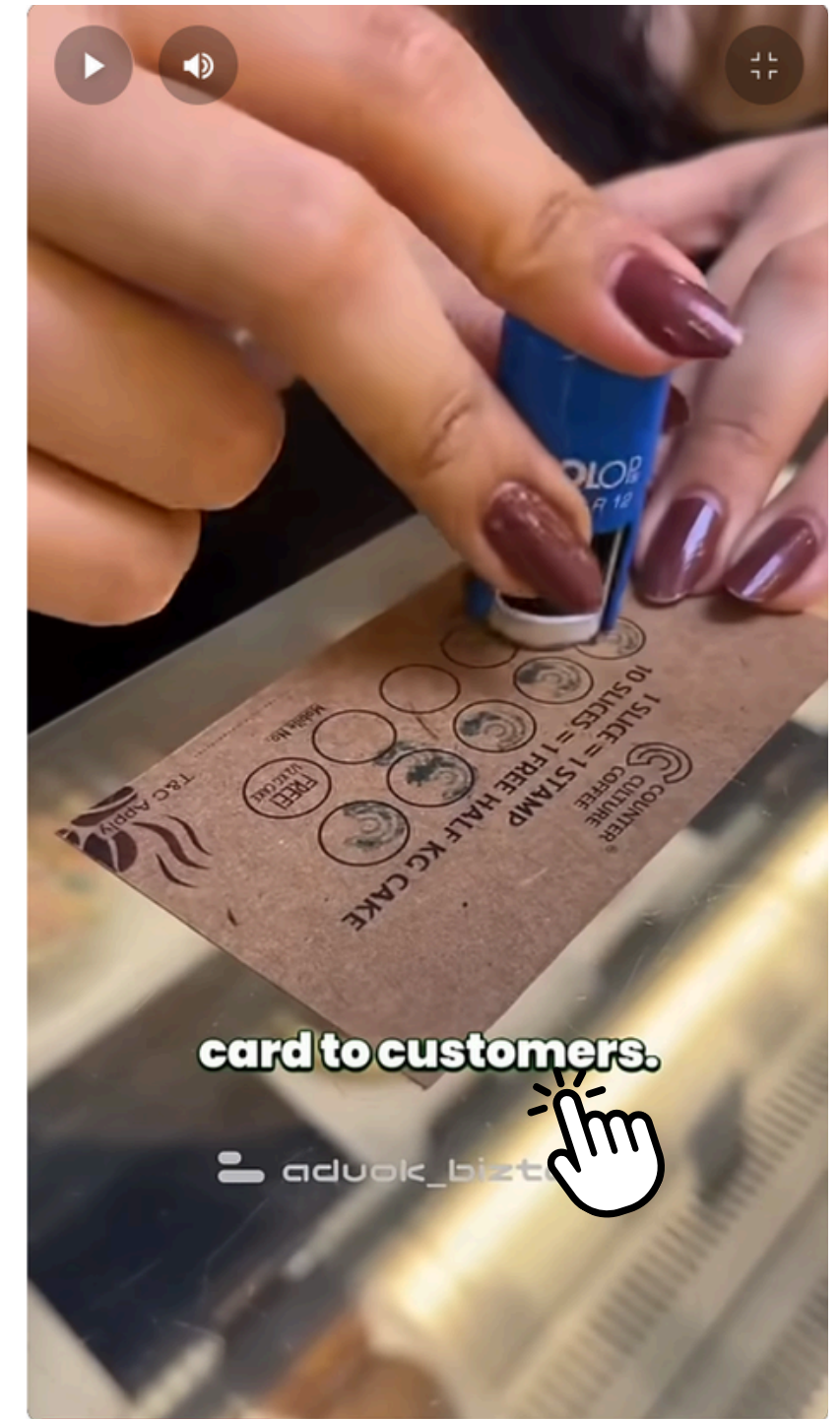


1. Watch the videos and tick the tricks that you hear.

- | | |
|--|--|
| ☐ Using your name | ☐ Social proof |
| ☐ Fancy Italian names | ☐ Stamp card |
| ☐ Limited time offers | ☐ Incomplete task effect |
| ☐ Customisation (IKEA effect) | ☐ Before and after pictures |

2. Discuss the questions in pairs or small groups.

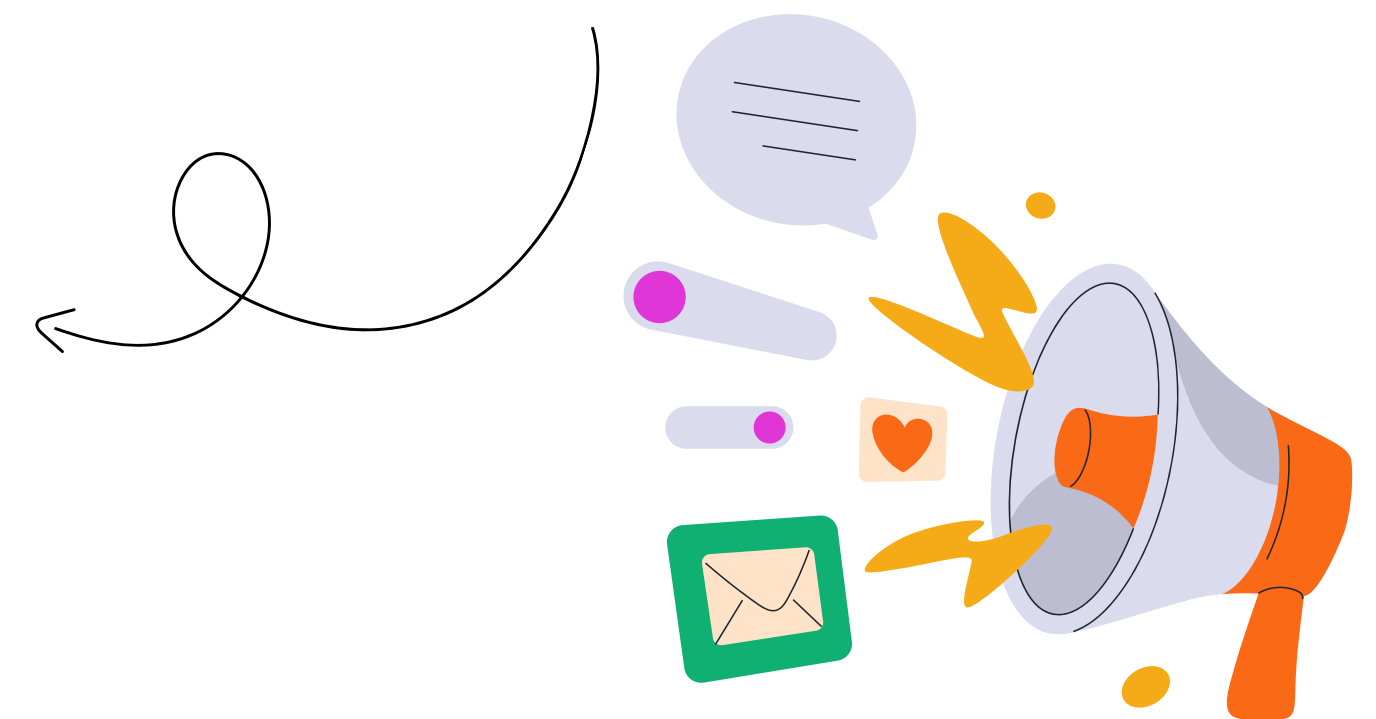
1. Which trick from the video was the most surprising or clever?
2. What do you think about loyalty cards (stamp cards)? Would they persuade you?
3. Do you like adverts that use your name, like Starbucks does? Why or why not?
4. Which tricks wouldn't work on you? Why?
5. Do you think customers should learn about these tricks in school?



LET'S PLAY!



Read each situation and choose the option that feels smartest and most customer-aware. Afterwards, you'll see what happens – were you persuaded, tricked, or totally in control?



PLAY NOW

EXTRA TASKS

1. Match the halves of the sentences.

1. Not everything affordable ____
 2. The customer is not always right, ____
 3. A clever advert can make a ____
 4. Catchy adverts stay in your head ____
 5. I didn't plan to spend money today, ____
 6. I only bought the shoes because they ____
 7. One trick companies use is making you think ____
 8. Building trust takes time, but ____
 9. They didn't attract me with facts, ____
 10. He was persuaded to buy it ____
- a) the product will solve all your problems.
 - b) even when you don't want them to.
 - c) is worth buying.
 - d) they used a celebrity instead.
 - e) but the special offer changed my mind.
 - f) sometimes they're just loud.
 - g) after watching the advert three times.
 - h) were on discount, not because I needed them.
 - i) boring product seem exciting.
 - j) adverts try to do it in seconds.



2. Choose the correct alternative.

1. Adverts don't give information — they try to **persuade / attract** you to feel something.
2. Bright colours and big letters **attract / persuade** everyone's attention in shops.
3. Once a company has **special offer / my trust**, I'll try anything they sell.
4. A 10% **advert / discount** sounds great until you realise the price was increased first.
5. The advert used a simple **trick / trust**: show something shiny and call it "new."
6. The shop had a **special offer / customer**, but only if you bought three items.
7. The song in that advert was so **affordable / catchy** I sang it all day.
8. That **advert / trick** was so annoying I refused to buy the product.
9. A good business listens to what the **discount / customer** actually needs.
10. People often think expensive means better, but **affordable / catchy** items can be just as good.



DESIGN YOUR OWN ADVERT

Create your own product. It can be something real (like a drink or shoes) or something fun (like smart socks or a flying pen!). Write a short advert (about 80–120 words). Use at least 6 words or phrases from this lesson’s vocabulary. You can also draw the advert or make a simple poster if you want.



Example:

Product: FlashCap – the smart cap with a fan

Are you hot and tired? Try FlashCap, the new smart cap with a built-in fan!

This affordable product will keep you cool in the summer.

Our customers say they love it!

The advert has a catchy slogan: “Cool head, cool life!”

This week only – special offer: buy one, get 50% discount on the second!

Don’t miss out – it’s a clever trick to make you look cool and feel cool.

You can trust FlashCap – tested by real people!

It will attract attention and persuade your friends to get one too.

QUIZLET



Quizlet



Revise the words for the next lesson. Use this Quizlet set. You can also play different games to practise or even test yourself in the Quizlet app or on the site.



THANK YOU!