



Advertisements and you: a questionnaire



- a) Fold the page in half. Partner A completes the questions and reads them out. Partner B completes the answers and reads out the one that fits best. Partner A writes down the letter a), b) or c) for each answer and then reads out the final result. Switch roles and start again.
- b) Write some more questions for the questionnaire.

| A |
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| <p>brands ad advertiser product</p> <p>brand-new effectively sceptical</p> <p>advertising billboard receptive</p> |
| 1. How often have you bought a _____ just because you saw an _____ for it? |
| 2. Do you have favourite _____ ? |
| 3. What can most easily persuade you to buy something? |
| 4. How often do you buy a second-hand product instead of a _____ one? |
| 5. When you pass a _____ in the street, do you stop to read it? |
| 6. If you decide to buy something after you see an ad, what do you do? |
| <p>KEY</p> <p>Mostly a: You are _____ of _____, and can't easily be persuaded to buy things you don't want or need.</p> <p>Mostly b: You are quite _____ to ads, but only if they are targeted at people like you.</p> <p>Mostly c: You are every _____'s dream customer. You will buy almost anything if it's _____ advertised!</p> |

| B |
|--|
| <p>sample sample eye-catching</p> <p>temptation immediately</p> <p>glamorous to fall for</p> |
| <p>a) Never. I won't _____ those tricks!</p> <p>b) Just a few times.</p> <p>c) Many times</p> |
| <p>a) No.</p> <p>b) Yes, for a few things.</p> <p>c) Yes, for lots of things.</p> |
| <p>a) A free _____ .</p> <p>b) A _____ ad.</p> <p>c) A tip from a friend.</p> |
| <p>a) Often.</p> <p>b) Sometimes.</p> <p>c) Never.</p> |
| <p>a) No.</p> <p>b) Maybe, if it has an _____ image.</p> <p>c) Yes, very often.</p> |
| <p>a) Wait for a few days to see if the _____ passes.</p> <p>b) Wait for a few hours.</p> <p>c) Buy it _____ .</p> |