

GC Café Discussion # 5- Advertising

1. What is the most shocking advertisement you have seen?
2. What is the funniest advertisement you have seen? Please describe it.
3. What do you think makes an ad memorable? (images? words? music? phrases?)
4. Have you ever seen commercials from other countries? What did you think?
5. Do you sometimes buy products that you remember seeing in advertisements?
6. What do you think of celebrity endorsements in advertisements? For example, Naomi Osaka?
7. How much more effective do you think an advertisement is if it features a celebrity?
8. What do you think about advertisers targeting consumers through their web searches?
9. When you watch TV, how much attention do you pay to the advertisements? Do you usually switch channels to skip the commercials?
10. Some charities sometimes use shocking images of starving children or sick animals in their advertisements. What do you think about this?
11. Some companies spend a lot of money on advertisements. Why do they do this and do you think it pays off?
12. Which companies make the best advertisements do you think?
13. Do you know any famous slogans or jingles from Japanese companies and products?
14. Many people think word-of-mouth is the best form of advertising. What does this mean and do you agree?

Word list

advertisers, consumers,
banner, beer mat/coasters,
billboard, brochure, classifieds,
flyer, poster, sandwich man,
jingles, slogans, catchphrases