

Advertising

Werbemelodie	<i>The fast food company created a new jingle for their ad.</i>	Zielgruppe	<i>One challenge is to speak to your target audience.</i>
Verbraucherschutz	<i>Welcome to our consumer protection website!</i>	das Unterbewusstsein ansprechen	<i>Make your marketing messages more attractive by appealing to the subconscious!</i>
der Werbung ausgesetzt sein	<i>Children are exposed to aggressive advertising for high-calorie food..</i>	bodenlos, miserabel, entsetzlich	<i>We need to focus on economic reform in countries with high unemployment and abysmal growth rates,</i>
der Druck den man auf jemanden ausübt, indem man ihm auf die Nerven geht	<i>Marketers know how much kids' pester power influences parents' purchasing decision.</i>	Anfragen und Beschwerden	<i>The address to send pleas and complaints to is at the bottom of this sheet.</i>
deutliche Vorwärtsentwicklung, großer Sprung	<i>Due to online advertising, the company has made an exponential leap forward.</i>	das erstere...das letztere...	<i>He likes both jelly beans and chocolate, but he really prefers the former over the latter.</i>
ins Ohr gehende Werbesprüche	<i>Real marketing or just catchy slogans?</i>	überzeugend	<i>Advertising strategies can be very persuasive/convincing.</i>
überreden, überzeugen	<i>Business firms use advertising to persuade people to buy their products.</i>	Ausnahme von der Regel	<i>The huge shopping mall really was an exception to the rule.</i>
Marke	<i>Our brand is loved all over the world.</i>	Werbeagentur	<i>This award-winning advertising agency specializes in creative solutions.</i>
im Schaufenster ausgestellt sein	<i>An assortment of ladies' shoes was on display in a shop window.</i>	jemanden ansprechen, bei jemandem ankommen	<i>His idea was appealing to experts and non-experts alike.</i>
Reife (=charakterliche Reife)	<i>It is a sign of maturity not to buy everything that is on offer.</i>	Schleichwerbung; unterschwellige Werbung	<i>Product placement often can't be separated from surreptitious advertising.</i>
Gutschein	<i>The small retail store began using a new voucher system.</i>	peinlich und beleidigend	<i>Some of these advertising slogans really are embarrassing and offensive.</i>
Werbung (=das Phänomen Werbung)	<i>Advertising accompanies us throughout the day, from morning to night.</i>	anpreisen, loben, rühmen	<i>Their aim was to extol the virtues of the company's products.</i>
betrügen, täuschen	<i>You may be deceived if you are too trusting.</i>	Werbeeinnahmen	<i>The company's advertising revenues have hit a record high.</i>

jemanden unter Druck setzen	Consumers were actually pressurized into buying this product.	ausbeuten	Energy suppliers were accused of exploiting customers.
umsonst	You can get this advertising material free of charge .	Konkurrent	You must learn how to stay ahead of your competitors in the world of the Internet.
Übergang	There are classes that alleviate students' transition into the world of work.	für etwas werben	Businesses pay big money to advertise their product. (NICHT: advertise for)
konkurrieren mit	Competing with men has left many women out of touch with their feminine side.	Riesen-Schlagzeile	An eye-catcher designed for children might not appeal to adults.
Werbung (=einzelne Werbemaßnahme)	Researchers analysed advertisements/adverts/ads in the U.S. media.	Kleinanzeigen	Small ads / Classified ads is a free service we offer to our readers.
rettende Idee, Lichtblick	Unconventional ideas are demanded – they are the saving grace in this difficult time.	Litfaßsäule	With 5 beamers and 4 mirrors, this is a really multimedial advertising pillar .
jemanden übertreffen, schlagen	According to a survey, online-shopping scores over in-store shopping in the Germany.	Papiere einreichen	Don't miss the deadlines for submitting paperwork .
etwas fördern, etwas unterstützen	Websites like MySpace are furthering the popularity of one-way communication.	harter Wettbewerb	Cell phone companies face keen competition .
Auswirkungen	They were arguing about the implications of high energy prices for the environment.	Reklametafel	Wow, what a fun billboard / hoarding!