

## Describe an advertisement you like.



### You should say:

- what type of advertisement it is
- what product it advertises
- where you first saw it

### And explain why you think this advertisement is effective.

Well, **(1)** I'm not really **hot on** the stuff happening on the TV or in the newspaper, so you might say the chances of me **(2) coming across** advertisements are quite small since **(3) media outlets** are normally **(4) the hubs** of the ads. Anyways, I remember that I once saw **(5) an alluring** ad, I can't quite place the exact date though. Now I'm gonna try to give you **(6) a play by play** version of what I saw in the ad so you can **(7) picture** the whole thing. It was actually about an energy drink that would **(8) perk you up** as soon as you started taking your first **(9) sip**. Well, one of the reasons it had me fixed for a while not being able **(10) to take my eyes off of it** was due the fact that it was on the TV where I saw it, my point being, I seriously doubt if it could have had the same effect if it was in the newspaper let's say. It showed quite a lot of different situations where a tired **(11) John Doe** was trying to **(12) run some errands** or study but since he was **(13) beat** because of having worked long hours, he would actually **(14) nod off (15) time after time**. Eventually some superman showed up right beside him and gave him an S-Bomb, yeah that's what it was called. It was said that one of the ingredients of the drink was a certain chemical that would deactivate a part of the brain responsible for body's energy **(16) depletion**. From where I sit, it was quite convincing because it'd focused on one of the most common issues of daily life. Well it was showing a path through which you could **(17) bypass** the nature's law and be **(18) on the ball** despite being super tired. I think we're all looking for an S-Bomb even if it's **(19) a sham**.

## Collocations and Useful Phrases:



1. **To be hot on sth** (informal)  
**To think that a particular thing is very important and to demand that it is done well or correctly**  
They're very hot on dress at work so she always looks very smart for the office.
2. **Come across sth** (phrasal verb)  
**To find something by chance**  
He came across some of his old love letters in his wife's drawer.
3. **Media outlet**  
**A publication or broadcast program that provides news and feature stories to the public through various distribution channels.**  
Media outlets include newspapers, magazines, radio, television, and the Internet.
4. **Hub** (noun)  
**The central or main part of something where there is most activity**  
The City of London is the hub of Britain's financial world.  
The computer department is at the hub of the company's operations.
5. **Alluring** (adjective)  
**Attractive or exciting**  
I didn't find the prospect of a house with no electricity very alluring.
6. **Play by play** (adjective)  
A detailed commentary of an event as it unfolds.
7. **To picture sth** (verb)  
**To imagine something**  
Try to picture yourself lying on a beach in the hot sun.
8. **perk (sb) up** (phrasal verb)  
To become or cause someone to become happier, more energetic or active  
She perked up as soon as I mentioned that Charles was coming to dinner.  
He perked up **at** the news.  
Would you like a cup of coffee? It might perk you up a bit.
9. **To sip**  
**To drink, taking only a very small amount at a time**  
This tea is very hot, so sip it carefully.  
She slowly sipped **(at)** her wine.

10. **Not take your eyes off sb/sth**  
**To not stop looking at someone or something**  
He was so handsome - I couldn't take my eyes off him.
11. **John Doe** (noun)  
**An average or typical person**
12. **To run some errands**  
**To make a short journey either to take a message or to take or collect something**  
I'll meet you at six, I've got some errands to **do/run** first.
13. **Beat** (adjective)  
**Extremely tired**  
I'm beat - I'm going to bed.  
You've been working too hard, you look **dead beat**.
14. **To nod off** (phrasal verb) informal  
**To begin sleeping, especially not intentionally**  
After our busy day we both sat and nodded off in front of the TV.
15. **Time after time**  
**Again and again**  
Time after time, she gets involved in relationships with unsuitable men.
16. **Depletion** (noun)  
**Reduction**  
The depletion of the ozone layer  
Increased expenditure has caused a depletion in our capital/funds.
17. **Bypass**  
**To ignore a rule or official authority**  
They bypassed the committee and went straight to senior management.
18. **To be on the ball**  
**To be quick to understand and react to things**  
I didn't sleep well last night and I'm not really on the ball today.
19. **Sham** (noun)  
**Something which is not what it seems to be and is intended to deceive people, or someone who pretends to be something they are not**  
It turned out that he wasn't a real doctor at all - he was just a **sham**.  
They claimed that the election had been fair, but really it was a **sham**.