

ADVERTISING

Marke	Our brand is loved all over the world.	Werbeagentur	This advertising agency specializes in creative solutions.
ernsthaft verletzen	This TV spot gravely violates our standards.	Werbeeinnahmen	Our advertising revenues have hit a record high.
steigern	Good advertising can boost your sales numbers.	jemanden ansprechen, bei jemandem ankommen	His idea was appealing to experts and non-experts alike.
allgegenwärtig	On the World Wide Web advertising is ubiquitous .	Bedeutung	Business people should recognize the significance of advertising.
fein, raffiniert, hintersinnig	I love ads with subtle irony.	Ausnahme von der Regel	The huge shopping mall really was an exception to the rule .
Gutschein	The small retail store began using a new voucher system.	jemanden unter Druck setzen	Consumers were pressurized into buying this product.
erzeugen, einbringen	Online advertising generates high revenues.	für etwas werben	Businesses pay big money to advertise their product. (NICHT: advertise for)
Verbraucherschutz	Welcome to our consumer protection website!	Werbung (=einzelne Werbemaßnahme)	Researchers analysed advertisements/adverts/ads in the U.S. media.
zufällig	We came across your commercial completely accidentally .	Konkurrent	How to stay ahead of your online competitors .
Schleichwerbung; unterschwellige Werbung	Children can easily be influenced by surreptitious advertising .	im Schaufenster ausgestellt sein	Ladies' shoes were on display in a shop window.
Reklametafel	Wow, what a fun billboard / hoarding!	umsonst	You can get this advertising material free of charge .
übertreffen	The company said demand is exceeding supply.	Gewerkschaft	The term ' trade union ' is often replaced by ' union '.
Kleinanzeigen	Small ads / Classified ads is a free service we offer to our readers.	Mittel zum Zweck	Isn't advertising a means to an end ?
(versteckte) Anspielung	The TV spot was bursting with sexual innuendo .	überreden, überzeugen	Firms use advertising to persuade people to buy their products.
konkurrieren mit	Should women compete with men?	Zielgruppe	One challenge is to speak to your target audience .
		überzeugend	Advertising strategies can be very persuasive/convincing .

tadelnswert	<i>There is nothing reprehensible about trying to be better than others.</i>
Werbung (=das Phänomen Werbung)	<i>Advertising accompanies us from morning to night.</i>
harter Wettbewerb	<i>Cell phone companies face keen competition.</i>
Werbemelodie	<i>The fast food company created a new jingle for their ad.</i>
Litfaßsäule	<i>With 5 beamers, this is a really multimedial advertising pillar.</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.</i>
Riesen-Schlagzeile	<i>An eye-catcher designed for children might not appeal to adults.</i>
das Unterbewusstsein ansprechen	<i>Make your marketing messages attractive by appealing to the subconscious!</i>
Chef, Vorsitzender	<i>A CEO (Chief Executive Officer) is the manager or director of a firm.</i>
betrügen, täuschen	<i>You may be deceived if you are too trusting.</i>
ins Ohr gehende Werbesprüche	<i>Real marketing or just catchy slogans?</i>