

Advertising 1

ubiquitous [ju:'bɪkwɪtəs] advertising / advertisements	allgegenwärtige Werbung <i>seeming to be everywhere</i>
to resist a message	einer Botschaft widerstehen <i>to stop yourself from having something that you like very much or doing something that you want to do</i>
to attract attention	Aufmerksamkeit erregen <i>to make someone interested in something</i>
to create a desire	einen starken Wunsch wecken <i>a strong hope or wish</i>
to appeal to the customer	den Kunden ansprechen <i>if someone or something appeals to you, they seem attractive and interesting</i>
to flatter the consumer	dem Verbraucher schmeicheln <i>to praise someone in order to please them or get something from them, even though you do not mean it</i>
to point out the features of a product	auf die Eigenschaften eines Produkts hinweisen <i>to tell someone something that they did not already know or had not thought about</i>
to highlight its quality	seine Qualität hervorheben <i>to make a problem or subject easy to notice so that people pay attention to it</i>
to be superior to one's competitors	seinen Mitbewerbern überlegen sein <i>better, more powerful, more effective etc than a similar person or thing, especially one that you are competing against</i>
an inferior product	ein minderwertiges Produkt <i>not good, or not as good as someone or something else</i>
to illustrate the benefits of a product	die Vorzüge eines Produkts veranschaulichen <i>an advantage, improvement, or help that you get from something</i>
a product allegedly [ə'ledʒɪdli] solves a problem	ein Produkt löst angeblich ein Problem <i>used when reporting something that people say is true, although it has not been proved</i>
to tell a gripping little story	eine packende kleine Geschichte erzählen <i>very exciting and interesting</i>
to seduce people	Leute verführen <i>to make someone want to do something by making it seem very attractive or interesting to them</i>
the art of seduction	die Kunst der Verführung <i>something that strongly attracts people, but often has a bad effect on their lives</i>
to beguile [br'gaɪl] the viewer into buying	den Betrachter zum Kaufen verführen <i>to persuade or trick someone into doing something</i>
to have a short attention span	eine kurze Aufmerksamkeitsspanne haben <i>the period of time during which you continue to be interested in something</i>

Advertising 2

a commercial with a funny twist	ein Spot mit einer lustigen Wendung <i>an advertisement on television or radio</i>
to establish a brand	eine Marke etablieren <i>a type of product made by a particular company, that has a particular name or design</i>
a trustworthy expert	ein vertrauenswürdiger Experte <i>someone who can be trusted and depended on</i>
celebrities/celebs endorse a product	Stars loben ein Produkt <i>to say in an advertisement that you use and like a product</i>
a recurring character	eine wiederkehrende Figur <i>if something, especially something bad or unpleasant, recurs, it happens or appears again</i>
to show good-looking people	gut aussehende Leute zeigen <i>attractive</i>
to make exaggerated claims	übertriebene Behauptungen aufstellen <i>described as better, larger etc than it really is</i>
to make vague [veɪg] promises	vage Versprechungen machen <i>unclear because someone does not give enough detailed information or does not say exactly what they mean</i>
to address the target group	die Zielgruppe ansprechen <i>a limited group, area etc that a plan, idea etc is aimed at</i>
a memorable ['memrəbl] slogan	ein einprägsamer Slogan <i>very good, enjoyable, or unusual, and worth remembering</i>
to create a mood	eine Stimmung erzeugen <i>the way you feel at a particular time</i>
to convey an emotion	ein Gefühl vermitteln <i>to communicate or express something, with or without using words</i>
to parody a movie	einen Film parodieren <i>to copy someone or something in a way that makes people laugh</i>
a hilarious parody (of)	eine wahnsinnig komische Parodie (auf) <i>extremely funny</i>
to allude to a movie	auf einen Film anspielen <i>to mention something or someone indirectly</i>
a subtle ['sʌtl] allusion (to)	eine subtile Anspielung (auf) <i>not easy to understand unless you pay careful attention</i>
a hackneyed ['hæknɪd] formula	eine abgedroschene Formel <i>boring because it has been used so often</i>
a common technique [tek'ni:k]	eine häufige Technik <i>a special way of doing something</i>
to make use of female stereotypes	weibliche Klischees benutzen <i>an often unfair or untrue belief or idea of what a particular type of person or thing is like</i>