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https://www.100test.com/kao_ti2020/285/2021_2022__E5_AD_A6_E5_81_9APres_c96_285205.htm Daphne提供观众所需的背景数据后，便进入presentation的核心阶段。她必须以专业者的眼光指出天籁在美国成功的销售经验与在台湾所需的行销企划之间所存在的重要差异。 I know EarthSound has used all of these advertising methods successfully in the United States, and you may feel that what works in the States will work in Taiwan. This is definitely not the case. There are important differences between EarthSounds advertising and the advertising of successful companies in Taiwan.我知道贵公司在美国已经非常成功地运用这几种广告，而且，各位也许会认为，这些广告在美国有效，在台湾应该也一样。其实不然，贵公司的广告与刚才我提到的几家在台湾成功的公司所做的广告有很大的不同。 EarthSounds slogan is, "EarthSound - the healthy alternative for you and the environment," while V08s slogan is, "Thank you, V08, for making me beautiful." Why the difference? My calculations show that 85% of the American public believes they can do something to help the environment, but only 30% of Taiwans people feel the same. Americas politicians and its media have made people aware of this issue. This has created a market for EarthSounds products. If Taiwans politicians and media would do the same, then the people of Taiwan would be ready for EarthSounds advertising. This hasnt happened yet. 天籁的口号是："天籁--你和环境的健康选择"，V08的口号是："V08，谢谢你把我变得美丽"。为什么会有

这样的差异呢？我的统计显示有85%的美国大众相信他们能做些有助于环境的事，但只有30%的台湾人会这么想。美国的政客和媒体已让大众意识到环境的问题，这就为天籁的产品创造了市场。如果台湾的政客和媒体也能做一样的事，那台湾人才会接受天籁的广告，但这种情况还没有出现。

Notes: 1. (be) aware of 注意；察觉；意识到aware是个形容词，原意为“知道、晓得”，与of一起使用。be aware of的意思是指感觉到或注意到某一种情况或气氛。同义的词组有become aware of。We should be aware of the financial risks before committing ourselves.我们承诺之前应先注意财务上的风险。2. be ready for... 准备好的；可以（做.....）了ready是形容词，意思为“准备好的”。be ready for即“有准备要做.....”，引申有“对.....是适合的”之意。presentation中，Daphne认为台湾人的环保意识还不够普遍，故 not ready for accepting（还不能接受）天籁的广告词。We should be ready for strong competition when we move into the Taiwan market.开拓台湾市场时，我们应该做好迎接激烈竞争的准备。\\100Test 下载频道开通，各类考试题目直接下载。详细请访问 www.100test.com