

商务会话：广告宣传活动对话 PDF转换可能丢失图片或格式，建议阅读原文

https://www.100test.com/kao_ti2020/505/2021_2022__E5_95_86_E5_8A_A1_E4_BC_9A_E8_c85_505249.htm In this conversation , Tanya Nichols , the owner of an ice cream manufacturing company , is talking with her marketing manager , Carla Hutchison , about the advertising campaign for the companys new ice-cream sandwich. Tanya : Good morning , Carla. How are you today ? Carla : Im doing fine. How about you ? Tanya : Great , thanks. So , whats the status of our advertising campaign ? Carla : As I mentioned before , itll be a national campaign starting next month. Weve decided to use a variety of media for full coverage. First , well have 30-second spots on television once a day for 3 weeks. At the same time , well do 15-second radio commercials 3 times a day in 0selected cities with large populations. Finally , well have some outdoor ads using billboards near main entrances to big cities. Tanya : What style will the ads use ? Carla : Were focusing on slice of life , showing how you can beat the summer heat by biting into a cool ice-cream sandwich. Therell be some reason why thrown in to hype our choice of flavors and show everyone theyre not stuck with just vanilla. Tanya : Sounds like an ideal approach. Will we have a new slogan ? Carla : Definitely. The advertising agencys working onthat right now. Theyll have some proposals ready by the end of the week. Tanya : Sounds like well have a winner on our hands ! 中文 : 在这个对话中 , Tanya Nichols是一家冰淇淋生产公司的老板 , 她正在和她的市场部经理Carla Hutchison就公司新的冰淇

淋三明治的广告宣传活动谈话。 Tanya：早上好，Carla.你今天过得怎么样？ Carla：我很好，你呢？ Tanya：很好，谢谢。我们公司的广告宣传作得怎么样了？ Carla：正如我以前所提到的，我们下个月开始的宣传活动，是全国范围内的。我们已经决定利用各种媒体做全面宣传。首先，我们在电视上做持续三个礼拜的广告，每天一次，时间为30秒钟。同时，我们还会在被选中的人口较多的城市的电台广播中宣传，每天三次，每次时间为15秒。最后，我们还会有一些户外宣传活动，在大城市的主要入口处，树立广告牌。 Tanya：那么采取什么样的风格呢？ Carla：我们将把焦点放在日常生活方面，告诉你只要吃一个冰淇淋三明治，就能消除夏日炎热。我们还会通过对多样性口味选择的宣传，告诉大家推荐我们公司产品的原因，香草并不是惟一的口味。 Tanya：似乎是个完美的方案。我们会有新的口号吗？ Carla：当然，广告代理商正在设计呢。这个周末会出台一些新的策划。 Tanya：听起来我们将会成为一个大赢家！更多信息请关注考试大外语站点。 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