

会议谈判：老板和市场部经理讨论广告宣传活动实用英语考试 PDF转换可能丢失图片或格式，建议阅读原文

https://www.100test.com/kao_ti2020/558/2021_2022__E4_BC_9A_E8_AE_AE_E8_B0_88_E5_c96_558578.htm 一、英文：

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 company's new ice-cream sandwich. Tanya: Good morning, Carla. How are you today? Carla: I'm doing fine. How about you? Tanya: great, thanks. So, what's the status of our advertising campaign? Carla: As I mentioned before, it'll be a national campaign starting next month. We've decided to use a variety of media for full coverage. First, we'll have 30-second spots on television once a day for 3 weeks. At the same time, we'll do 15-second radio commercials 3 times a day in 0selected cities with large populations. Finally, we'll have some outdoor ads using billboards near main entrances to big cities. Tanya: What style will the ads use? Carla: We're focusing on slice of life, showing how you can beat the summer heat by biting into a cool ice-cream sandwich. There'll be some reason why thrown in to hype our choice of flavors and show everyone they're not stuck with just vanilla. Tanya: Sounds like an ideal approach. Will we have a new slogan? Carla: Definitely. The advertising agency's working on that right now. They'll have some proposals ready by the end of the week. Tanya: Sounds like we'll have a winner on our hands! 二、中文篇：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！

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