

外销员外贸外语辅导：广告术语应用实例外销员考试 PDF 转换可能丢失图片或格式，建议阅读原文

https://www.100test.com/kao_ti2020/645/2021_2022__E5_A4_96_E9_94_80_E5_91_98_E5_c28_645496.htm 我们来看一看一些广告术语及相关表达的用法： Lets go all out on this one. I want a national advertising campaign. 让我们全力以赴实施这个方案吧，我想开展一次全国范围的广告宣传活动。 Put a full-page ad in the newspaper every Friday, advertising the weekly special coming up. 每周五在报纸上做整版广告，为每周特卖作宣传。 Lets get 20,000 flyers printed. Well hand them out at the shopping mall next weekend. 我们印制20,000份小广告吧，我们要于下周末在购物中心免费派送。 I want this advertisement to be a testimonial from the gold medal winner. Call her to see if we can get her to endorse our product. 我希望这个广告内容为金牌得主的推荐，给她打电话问她能不能帮忙宣传我们的产品。 We need a new slogan. The old ones not catchy enough. 我们需要新的口号，旧的不够吸引人。 If we want to try door-to-door sales, well need professional sales people to make an effective sales pitch. 如果我们想尝试挨户销售，我们必须请专业推销人员来介绍有效的推销技巧。 Why dont we do some comparative advertising? Our product is definitely better than the competitions. 我们为什么不能做一些对比广告呢？我们的产品肯定比其他同类产品有优势。 We need a high-profile television slot. How about the Super Bowl? 我们需要一个高收视率的电视广告时段。超级杯怎么样？ Were advertising in every other media. Its high time we started placing ads on the Internet. 我们在其他媒介上都做广告，现在

是我们开始在互联网上做广告的最佳时期了。 欢迎进入
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