



Great advertisers

- 1  Listen to the biography of one of the most prominent figures in the global advertising world and answer the questions below.
- What was the company symbol chosen by Burnett for his own agency?
 - Where did he meet his mentor?
 - What did he learn while working at the Homer MacKee agency?
 - What was the title of his 20-point speech?
 - Who encouraged him to open his own agency?
 - Was he born in Britain?
 - Where did he meet MacManus?
 - When did Cadillac hire him?
 - Is his agency still at the top?
 - How many fellow workers listened to his famous speech?

- 2  Odd ones out. The extract you are going to listen to is taken from a passage written by Linda Kaplan, CEO and Chief Creative Officer of her own agency. Underline the products which are not mentioned choosing from the list below.

alcohol • junk food • spirits • drinks •
cheeseburger • hamburger •
beverages • fries

