

GARA NAZIONALE AFM PROVA DI INGLESE

1. Read the following article and do the activities below:

FACEBOOK TRIES TO GET PERSONAL WITH VIDEO ADS

Imagine if your television knew exactly who you were, your likes and dislikes, your friends and 'frenemies'. Facebook is not trying to prove to advertisers that it can do what TV cannot – but that its video advertisements can be as catchy and memorable.

The world's largest social network is looking to personalized video advertising as its next major growth area. All eyes will therefore be on how the company intends to grab a bigger slice of advertisers' TV budgets – and ensure that Google's YouTube is not the only place on the web for video.

Analysts project that video advertising could add \$700m - \$1bn to Facebook's revenue. Jason Helfstein from Oppenheimer said there was potential for even more revenue from premium video adverts, 15-second high-definition commercials. He estimated they could pull in \$1.7bn - \$3.3bn if Facebook ran one a day.

Fidji Simo, director of Product at Facebook, predicts that the drive to personalization will lead the audience for video ads to become narrower and narrower. Big brands, for example, will be able to show different videos to people who have already watched a first one.

'You can start with a broad campaign reaching a lot of the US population, like a Super Bowl campaign, and then you could see smaller and smaller audiences, more personalized messages, and refining even more,' she said.

This is not the first time Facebook has made a bid for a share of the hefty budgets advertisers spend on TV but the industry appears more receptive to the personalization approach. One advertising industry executive said that when Facebook first approached the industry about its premium video ad format it made a 'major miscalculation' by pricing them far too high and making the targeting just as broad as TV. But he was positive about the newer sponsored video posts. 'We can find out what people are like, their other interests, where they live, what time of the day they are most responsive,' he said.

Debra Aho Williamson, an analyst at eMarketer, warned that the nascent online video industry had yet to set standards for what counts as a view of a video.

Facebook charges a marketer for an impression after three seconds, whereas YouTube's TrueView ads are paid for only after the whole ad is viewed, or at least 30 seconds if it is a longer commercial. 'I think a lot of people are questioning what is the value. Does it really make an impact? Do really people notice it in those three seconds?' she said.

TV remains a tough rival. 'It is no secret that Facebook has been interested in going after TV advertising budgets. Its video products are successful in driving engagement and awareness – things TV advertisers traditionally look for – but I think it will happen very slowly,' she said. 'I don't think the TV industry is flocking to Facebook.'

Source: adapted from Kuchler H., 'Facebook tries to get personal with video ads', Financial Times, 26 January 2015.

1. Find words or phrases underlined in the text which mean the following:

1. attractive or appealing _____;
2. large, big _____;
3. to earn _____;
4. moving or going together in a crowd _____;
5. asks in payment _____;
6. people who pretend to be friends but are actually enemies _____;
7. strong _____;
8. to obtain or get quickly _____;

2. Are these statements true or false? Correct the false ones.

	T	F
1. Facebook is planning to expand into video advertising.	<input type="checkbox"/>	<input type="checkbox"/>
2. Companies will be able to show different videos to different potential customers.	<input type="checkbox"/>	<input type="checkbox"/>
3. Facebook has never approached marketers before.	<input type="checkbox"/>	<input type="checkbox"/>
4. Facebook can provide marketers with very detailed information about potential customers.	<input type="checkbox"/>	<input type="checkbox"/>
5. Facebook adverts are not very effective in raising customers' awareness.	<input type="checkbox"/>	<input type="checkbox"/>

... /10

3. Give your opinion on the topic in about 50-70 words. Discuss the following questions:

- Do you think that Facebook ads could be more effective than TV adverts? Why/Why not?
- What do you think counts as a view of a video?
- Do you watch or skip video ads when using a website? Why/Why not?

... /40

4. Read the following letter and do the activities.

Knives Alive
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12th April 2018

The Head Buyer
The Kitchen Factory
Selitzstrasse 20
20395, Salzburg, Austria
Your Ref: DK/jh,

Dear Mr Kruse,
Thank you for your enquiry about our kitchen knives. We are delighted to hear that you are interested in including our products in your range.
We will send you our new catalogue together with the updated price list and also a variety of samples in different sizes.
We usually grant a 10% discount on any order over 100 pieces of kitchen knives and an additional 5% discount on orders over 150 pieces of kitchen knives.
Please let us know what you think of our catalogue and our samples.
If you have any further queries, please do not hesitate to contact us. We look forward to doing business together.
Best Regards
Georgia Ferguson
Head of sales

- **Answer the following questions:**

1. What does the letter give information about?

2. What will *Knives Alive* send?

3. What discount would be given to an order of 160 pieces?

4. What does *Knives Alive* ask *The Kitchen Factory* to tell them?



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total . . . /100

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