

Weather and Advertising

Predicting the weather plays an enormous role in the world of advertising and marketing. Weather determines what products sell and which don't, and it influences our moods when it comes to spending money. Even a one-degree shift in the temperature has dramatic effects on the sales of dozens of products. And that's why predicting the weather has become a huge business - because the weather „happens” to everyone.

In the world of marketing, retailers have always had a fundamental knowledge of weather because they had to know the conditions to ship goods from manufacturing plants to retail locations. They also had a good grasp of rudimentary seasonal strategies - lawn seed sells well in early spring, sun products in mid summer, outerwear in the fall, snow shovels in the winter. But because of climate change, traditional 4-seasonal strategies are no longer predictable sales indicators. It's been estimated that weather affects around \$3 trillion worth of sales in the private sector alone.

While you can't manage weather, you can manage the financial implications of weather. It's all a matter of looking for patterns. Sears spotted a pattern in their auto parts department. They realized that car batteries older than 5 years tend to die after three consecutive nights of sub-zero temperatures - so they began to place ads on the day after the third freeze. Battery sales sky-rocketed. Campbell's Soup began monitoring weather in 30 markets, and created a "misery index." Whenever the weather turned cold, wet or snowy, causing the misery index to rise 5%, Campbell's would air chicken soup radio advertising in those locations. When that proved to be very successful, Campbell's added a "flu-tracking" system, monitoring the movement of the flu across the nation, while implementing comfort-food advertising accordingly. Harley-Davidson dealerships realized that sunny and 72F, or 22C, was always their busiest day of the week.

It was becoming clear that consumers engage in various consumption patterns based on weather. And much of that thinking began with something called... the Weather Channel, founded by John Coleman, the weatherman from ABC's Good Morning America, who was being constantly laughed at by his industry colleagues. Ten years later, it was being watched in 50 million homes. And today, it boasts the second-most popular mobile app, and is watched in over 100 million homes - making it the most-distributed cable network in the U.S. All of this is to say that those who can gain revenue from a force of nature they can't control have an enormous competitive advantage.

Adapted from www.cbc.ca

Ex. 1 Find the words or expressions in the text which mean the following:

- 1) to influence sth: _____
- 2) 12 pieces: _____
- 3) a business that sells to individual clients: _____
- 4) to transport products: _____
- 5) sales with the value of \$3tn: _____
- 6) to notice sth: _____
- 7) in a row: _____
- 8) to increase very fast: _____
- 9) to look at something closely for a period of time: _____
- 10) to start a company: _____
- 11) being better than rivals: _____
- 12) to make money on sth: _____

Ex. 2 Match the expressions from the two columns into logical collocations:

- | | |
|------------------|---------------------------------|
| 1) a competitive | sales indicators |
| 2) sth plays | food |
| 3) a good | in various consumption patterns |
| 4) climate | ads |
| 5) predictable | grasp of sth |
| 6) financial | advantage |
| 7) to place | sth to happen |
| 8) comfort | change |
| 9) to cause | implications of sth |
| 10)to engage | an enormous role in sth |

Ex. 3 Provide English equivalents of these expressions:

1) coś dobrze się sprzedaje	7) mieć tendencję do czegoś
2) jeśli chodzi o	8) niedola
3) podstawowy	9) nadawać (np. reklamę)
4) szacować	10)coś okazało się sukcesem
5) prawidłowości	11)stosownie
6) zdać sobie z czegoś sprawę	12)szczyścić się czymś

Grammar corner...

In the world of advertising you very often want to stress and emphasize things, i.e. to make them more prominent and highlight their importance. One of the ways to do it in English is to add *-ever* to words like *how, who, what, when, which, what so*. Whenever you do it, you put more strength and emphasis to a sentence:-)

Ex. 4 Complete the sentences with one suitable word.

- 1) _____ hard we tried, we couldn't increase our market share.
- 2) _____ one of you did it, I'll find you and punish you accordingly.
- 3) Come by _____ you want, I'm at home all the time.
- 4) The competition is open, so _____ wants to enter, may do so.
- 5) Why do you have to be so militant - _____ I say, you tend to disagree with it.
- 6) I'm completely broke, I have no money left _____.

GLOSSARY	
to determine sth	warunkować coś
a dozen	tuzin
a retailer	sprzedawca detaliczny
to ship goods	transportować towary
... worth of sales	sprzedaż o wartości ...
to spot sth	zauważyć coś
consecutive	jeden po drugim
to sky-rocket	wzrastać nagle
to monitor sth	monitorować / kontrolować coś
to found a business	założyć firmę
competitive advantage	przewaga nad konkurencją
to gain revenue from sth	zarabiać na czymś
to play a role in sth	odgrywać rolę w czymś
a good grasp of sth	dobrze zrozumienie czegoś
climate change	zmiany klimatyczne
predictable sales indicators	dające się przewidzieć wskaźniki sprzedaży
financial implications of sth	finansowe skutki czegoś
to place ads	umieszczać reklamy
comfort food	jedzenie na poprawę humoru
to cause sth to happen	sprawić, że coś się stało
to engage in various consumer patterns	wykazywać różne zachowania konsumenckie
sth sells well	coś dobrze się sprzedaje
when it comes to	jeśli chodzi o coś
fundamental / rudimentary	podstawowy
to estimate	szacować
patterns	prawidłowości
to realize sth	zdać sobie z czegoś sprawę

to tend to do sth	mieć tendencję do czegoś
misery	niedola
to air sth	nadawać coś
accordingly	stosownie
to boast sth	szczyścić się czymś
in a row	pod rząd
to come by	wpaść do kogoś
militant	walecznie nastawiony

ANSWER KEY:

Ex. 1

- 1) to determine sth
- 2) a dozen
- 3) a retailer
- 4) to ship goods
- 5) \$3 trillion worth of sales
- 6) to spot sth
- 7) consecutive
- 8) to sky-rocket
- 9) to monitor sth
- 10) to found a business
- 11) competitive advantage
- 12) to gain revenue from sth

Ex. 2

- 1) a competitive advantage
- 2) sth plays an enormous role in sth
- 3) a good grasp of sth
- 4) climate change
- 5) predictable sales indicators
- 6) financial implications of sth
- 7) to place ads
- 8) comfort food
- 9) to cause sth to happen
- 10) to engage in various consumption patterns

Ex. 3

- 1) sth sells well
- 2) when it comes to
- 3) rudimentary / fundamental
- 4) to estimate
- 5) patterns
- 6) to realize sth
- 7) to tend to do sth
- 8) misery
- 9) to air sth
- 10) sth proved successful
- 11) accordingly
- 12) to boast sth

Ex. 4

- 1) However
- 2) Whichever
- 3) whenever
- 4) whoever
- 5) whatever
- 6) whatsoever