

Lesson 3 - Business Idioms: “Discussing a New Ad Campaign”

Ted works for an advertising company. In this scene, he is presenting to Sam and Lisa, who work for Pacific Beer Company.

Lisa: Ted would like to **run some ideas by us** for our new ad campaign.

Ted: Please **keep an open mind**. Remember that **nothing is set in stone yet**. We're still just **brainstorming**.

Sam: I hope that doesn't mean we're about to hear some **half-baked ideas!**

Ted: I think you're going to like this. Our idea is to use a black bear as our mascot. Our **tagline** can be: “Strong enough to satisfy a bear.”

Lisa: It would be great if people would *associate our brand with* a bear ---strong and independent. That would really improve our *brand equity*.

Sam: I don't want to **throw cold water over** your idea, but where did you get the idea for a bear?

Ted: Didn't you hear about that bear at a campground a couple of weeks ago? The bear entered a tent and drank two dozen Pacific beers! What a great *endorsement* for Pacific beer!

Lisa: I think we're **on the right track** with this campaign. The bear should **generate lots of buzz**. Everybody will be talking about the bear who loves Pacific beer!

Ted: And.....here's the **icing on the cake**: the bear won't demand **an arm and a leg to plug our product**. In fact, we can probably pay the bear in beer!

Sam: Okay, you've **twisted my arm**. Let's **run with the idea**.

Ted: Great. I'll **flesh it out** some more and **touch base with you** in a couple of days.

Key idioms:

1. **(to) run some ideas by someone**

Definition: to discuss some new ideas

2. **(to) keep an open mind**

Definition: to be ready to accept new ideas and experiences

3. **nothing is set in stone**

Definition: nothing has been decided yet/things can still be changed

4. **(to) brainstorm**

Definition: to think up new ideas/to generate new ideas in a group

5. **half-baked idea**

Definition: a stupid or impractical idea or suggestion

6. **(to) throw cold water over(an idea, a plan)**

Definition: to discourage someone/ to present reasons why something will not work

7. **on the right track**

Definition: proceeding in a good way/going in the right direction

8. **(to) generate lots of buzz**

Definition: to cause many people to talk about product or service, usually in positive way to increase sales

9. **icing on the cake**

Definition: an additional advantage/ the best advantage

10. **an arm and a leg**

Definition: costs a lot of money

11. **(to) plug (a product)**

Definition: to promote or advertise a product

12. **twist someone's arm**

Definition: to convince somebody/to take somebody into doing something

13. **(to) run with an idea**

Definition: to proceed with an idea

14. **(to) flesh out something**

Definition: to add more detail to a plan/to think in more detail about something

15. **(to) touch base with someone**

Definition: to get in contact with/to contact someone at a later time regarding a certain topic

16. **tagline**

Definition: a slogan/a phrase to promote a product