

# English 4 Business and Communication

Francesco, Elisa, Lucia, Sara

# Greeting:

- Greeting: Ladies and gentleman, I'm \_\_\_\_\_NAME\_\_\_\_\_ and I'm glad to see you...

Now I'll start my Presentation.



**The 80% of the woman  
says that**

**Beer Belly is Sexy!**

# Guinness Champaign



**GUINNESS IS GOOD FOR IULM**

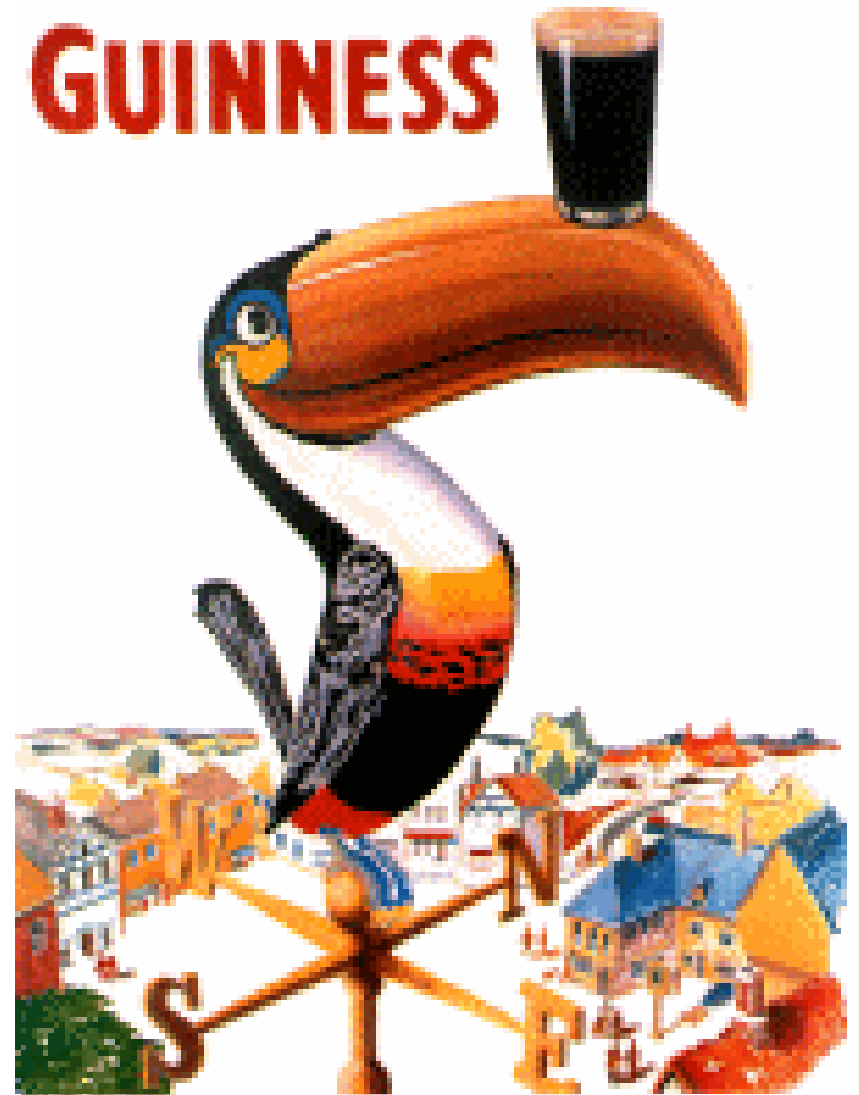
# *Purpose I*

- *Today I'm going to be talking to you about Guinness Beer so I'll begin giving you an overview of the qualities of this beer, then I'll go on to highlight in more depth how will be the new ADV. Champaign and how Guinness make you sexier with a fabulous beer belly..*

## *Purpose II*

- : Valorise brand  
Image.. grab young  
target. (20 – 30 years  
old)

**Lovely day for a  
GUINNESS**



# Why U Should Drink Guinness?



# Guinness is good 4 U

- Studies have shown that drinking one-half to two alcoholic drinks a day can reduce the risk of heart attacks by making arteries less likely to clog-up. Most of this protection has been associated with red wine. Now it appears from a research that Guinness may work too.



# Several Reason

- In England, post-operative patients used to be given Guinness, as were blood donors. Sadly, this is no longer the case in England. In Ireland, Guinness is still made available to blood donors and stomach and intestinal post-operative patients. Guinness is known to be high in iron content.

# THE NEW AD Campaign

Africa 6.pm

# After Work

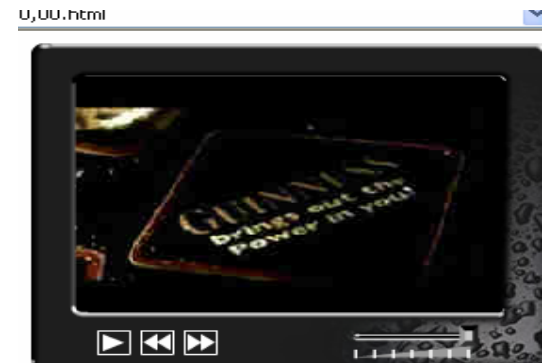
- "After Work" is one of five 60" commercials, which focus on the integral part that GUINNESS® plays in the different aspects of African life: Africans' love of football, socializing with good friends and unwinding after work.

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# At 6pm in Africa

- At 6pm in Africa, as the evening begins, it's a time to reflect on your day and prepare for tomorrow. "After Work" focuses on that special time when friends and colleagues come together after a long day's... work to relax, share experiences and wisdom over a cold GUINNESS®. "By sharing our strength after work, we all grow stronger..."



# The Production

- The commercials were created by Saatchi & Saatchi Africa and shot by Michael Middleton through Peter Gird Productions.



ENDING

# Forget your work & your

beer belly



# Think More “Guinness”

