



# Advertising

How to sell oranges



Orange links itself to things we like to do, so that when we do them we think of Orange. Even if they are not there!



Orange wants to be your friend!



# What does everyone love?

Everyone loves movies, so **Orange** let us go for free.



# What does everyone love?

Everyone loves Football, so **Orange** sponsors Liverpool.



**Arsenal**  
~~Liverpool~~ (the greatest football team ever) is sponsored by Orange

# What does everyone love?

Everyone loves music.

So **Orange** have special offers to music events.



[about Orange](#) | [contact us](#) | [disability services](#) | [jobs](#) | [keep me updated](#)

find a **summer** of music  
on your phone







# How Orange advertises

Orange advertises in

Newspapers

Magazines

On TV

On buses

The Internet

In the post

*Anywhere else?*

The screenshot shows the Orange website homepage with the following elements:

- Navigation:** home | site index | search | about Orange | contact us | disability services | jobs | keep me updated
- explore Orange:** make your life easier. Includes links for guide to services, coverage and calling abroad, help & support, and email.
- the Orange shop™:** browse and buy new phones, or find your nearest store. Includes links for latest offers, phones and devices, plans, and existing customer offers.
- business solutions:** great rates, coverage and support as standard. more. Includes a section for "what size business are you?" with options for 1-49 employees and 50+ employees.
- your account:** view and pay your bill, top up your talk time and more. Includes a sign in / register button.
- Central Promotions:**
  - Three mobile phones displayed with the offer: "get a free phone plus up to 1000 free texts or half-price line rental". Includes a link to visit the Orange Shop and a note that terms apply.
  - Prepay repay with bonus top-up (find out more).
  - 1000 free texts for students.
  - FREE 3000 texts on pay as you go.
  - get email on your phone.
- Footer:** disability services | terms & conditions | privacy

here!

everywhere!

everywhere!

everywhere!

So you will never forget them!

everywhere!

everywhere!

everywhere!

everywhere!

everywhere!

where!

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