

Vocabulaire publicité anglais

Anglais => Français

agency commission => commission d'agence
advertiser => annonceur
advertising / advertisement => publicité, annonce publicitaire
advertising media => support publicitaire
advertising agency => une agence de pub
advertising budget => budget de publicité
advertising copy => texte publicitaire
advertising expenditures => investissement media
advertising campaign => campagne publicitaire
adman, advertiser => publicitaire
age group => tranche d'âge
airtime => espace (tv, radio, cinéma)
annual report => rapport annuel
AIDA => Attention, Interest, Desire, Action
awareness => notoriété
back cover => quatrième de couv
brand => marque
billboard => panneau d'affichage
booklet => brochure
budget => budget
buy one get one free => un acheté un gratuit
catalogue => catalogue
circulation => diffusion (presse)
classified ads => annonces classées
commercial spot => spot
commercial => spot publicitaire
compositoin, audience profile => structure d'audience
coupon => un bon de réduction
commercial block, time slot => écran (tv, radio, cinéma)
copy => exemplaire
daily => quotidien
daily reach => taux d'audience cumulée
direct mail => publipostage
discount => remise
features => spécificités
roadside signs => panneaux publicitaire le long de la route
jingle => un jingle

hype => battage publicitaire, le 'hype'
buzz => le buzz
radio spot => spot radio
trailer => bande annonce
sales => ventes
product placement => placement produit
campaign => campagne
consumers => clients
brand awareness => notoriété de la marque
TV commercial => un spot TV
an item => un article
bargain => bonne affaire
customer => client
cost => coût
competitor => concurrent
customer file => compte client
customer loyalty => fidélité du client
life cycle => cycle de vie
demand => demande
data => données
range => une gamme
market leader => leader sur le marché
monthly => mensuel
market => marché
target market => marché cible
a niche => une niche de marché
supply => offre
market share => part de marché
une publicité => advertisement
questionnaire => un questionnaire
value for money => rapport qualité prix
trend => tendance
best seller => un top des ventes
subscription => abonnement
media buying => achat d'espace
media buyer => acheteur média
penetration, audience => audience
people-meters => audimétrie (individu)
passive meters => audimétrie passive
packaging => un emballage

press relations officer => chargé des relations presse
press release => communiqué de presse
prime target => coeur de cible
programme => émission
peak time => heures d'audience maximale (tv-radio)
prime time => heures de grande écoute (tv-radio)
postering => affichage
poster => affiche
press release => communiqué de presse
packaging => conditionnement, packaging
press conference => conférence de presse
media coverage => couverture médiatique
leaflet => dépliant
inside front cover => deuxième de couverture (presse)
economy scale => échelle d'économie
frequency => répétition
point-of-purchase display => exposition sur le lieu de vente
size => format (presse, affichage)
length => format (tv-radio-cinéma)
household => foyer
gross rating point => grp
daytime => heures de la journée (tv-radio)
corporate image => image de l'entreprise
insert => encart
inside back cover => troisième de couv
impact => impact
readership => lectorat presse
launching => lancement
logo => logo
mailshot => mailing
direct marketing => marketing direct
sample => un échantillon
set-meters => audimétrie (foyer)
sale => vente
share of voice => part de voix
share of spending => part d'investissement
survey => étude
space => espace (presse, affichage)
survey => une enquête
sponsorship => mécénat

sponsoring => parrainage
housewives => ménagères
full page => pleine page
front cover => première de couverture
flyer => prospectus
point-of-sale advertising => publicité sur le lieu de vente, plv
print => presse
publicity => publicité
print ad => publicité écrite
public relations => relations publiques
public transport => transports en commun
print run => tirage
outdoor advertising => publicité en extérieur
right hand page => recto
community relations => relations extérieures
medium => support
ratecard => tarif
rating => taux d'audience
reach => couverture
weekly => hebdomadaire
win-win situation => situation gagnant-gagnant
word-of-mouth => le bouche à oreille

Verbes utiles

to announce => annoncer
to hand out leaflets => distribuer des prospectus
to recall => retirer de la vente
to promote => promouvoir
to print => imprimer