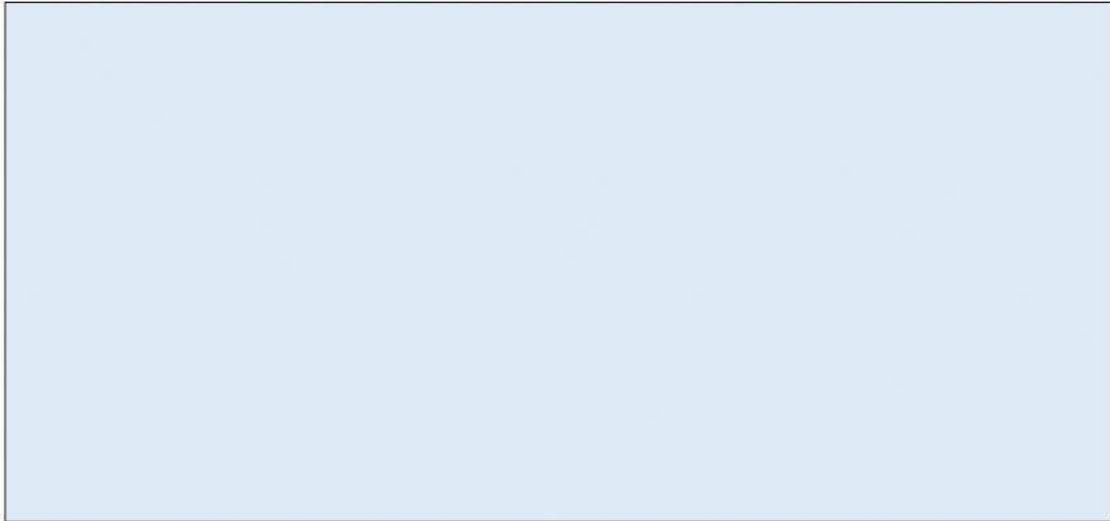


UNIT 6 – Advertising Verbs

1) Watch the following video about food in advertising spaces.



2) Read the following advertising verbs. Look at the pictures and choose the correct option.

TRICK – LAUNCH – RESEARCH – TARGET – PROMOTE – DISPLAY – PERSUADE – INFLUENCE



TRICK

LAUNCH

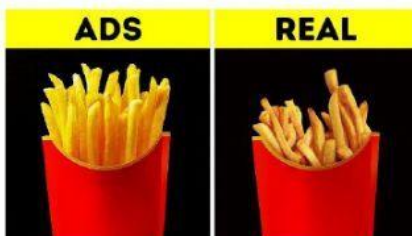
RESEARCH



PERSUADE

TARGET

DISPLAY



INFLUENCE

TRICK

PROMOTE



LAUNCH

DISPLAY

PERSUADE



LAUNCH

DISPLAY

INFLUENCE



PROMOTE

LAUNCH

RESEARCH



PERSUADE

RESEARCH

TARGET



TRICK

INFLUENCE

DISPLAY

3) Match the verbs to the situations.

1. We're going to start selling the product next month.
2. We're making people think that it's a lot cheaper to buy two, when in fact it's almost the same price.
3. We're finding out exactly what teenagers are looking for when they buy beauty products.
4. We're putting the new chocolates right next to the entrance of all our department stores.
5. We're aiming the advertising campaign at fifteen-year-old boys.
6. We're going to have adverts for this product on all TV channels, and in magazines and newspapers.

- a. TRICK
- b. LAUNCH
- c. RESEARCH
- d. PROMOTE
- e. TARGET
- f. DISPLAY