



UNIT 5: FURTHER PRACTICE

5.3.1. Find the words in the text that mean the following:

1. companies that design advertising for clients _____
2. the advertising of a particular product or service during a particular period of time

3. the statement of objectives that a client works out with an advertising agency

4. a defined set of customers whose needs a company plans to satisfy _____
5. the amount of money a company plans to spend in developing its advertising and buying media time or space _____

5.3.2. Fill in the blanks with the words in the box

adverts advertise message aim slogan

One simple way to (1) _____ is repetition. The name of the product or a (2) _____ is repeated so we end up remembering it. The (3) _____ is to get the (4) _____ into our brains – many radio (5) _____ use this technique.

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1. The synonym of “TV advertisement” is _____.

- A. TV channel B. commercial
C. TV station D. satellite TV

2. Viral marketing is a business strategy that uses existing social networks to promote a product.

- A. Viral marketing
B. Word-of-mouth advertising
C. Sales promotion
D. Relationship marketing

3. Companies have to choose the best way _____ based on budget and suitability.

- A. advertisement B. advertiser
C. to advertise D. advertising

4. Compare your marketing approach with that of your _____. What areas are they targeting that you aren't?

- A. competitors B. competitions
C. competitive D. competitiveness

5. Choose the synonym of the underlined word in this sentence: “Advertising is widely considered to be essential for launching new consumer products.”

- A. dispensable B. inessential
C. unimportant D. vital