2 **Choose the correct word (a–c) to complete the sentences.**

1 The new _____ for our product works well. Everyone is saying it.

a brand

b emotion

c slogan

2 This shampoo is _____ – no other has the same ingredients.

a image

b unique

c rhyme

3 Which is your favourite _____ of perfume?

a brand

b claim

c rhyme

4 We're looking for a celebrity to provide _____ for our new product.

a unique

b endorsement

c emotion