

# Shopping and Advertising



## Match

|                   |                    |                       |               |
|-------------------|--------------------|-----------------------|---------------|
| product placement | commercial break   | celebrity endorsement | word of mouth |
| brand awareness   | advertising agency | brand loyalty         | cold calling  |

- |  |                                                                                                                      |
|--|----------------------------------------------------------------------------------------------------------------------|
|  | a) Product recognition                                                                                               |
|  | b) Personal recommendation                                                                                           |
|  | c) The tendency to always buy a particular product made by the same company.                                         |
|  | d) Trying to sell a product by making unsolicited sales calls.                                                       |
|  | e) An advertising technique used to subtly promote a product by using it or mentioning it in a film or TV programme. |
|  | f) An advertising technique that involves a well-known person using their fame to promote a product.                 |
|  | g) A company that produces advertisements.                                                                           |
|  | h) A short interruption of a TV programme to broadcast advertisements.                                               |

Use the phrases above to fill in the blanks.

- He didn't need to spend on advertising; the news of his most recent development **spread by** .
- This form of advertising may not increase sales directly but it **promotes** , which will boost its popularity.
- Companies should deliver quality products at a reasonable price to **build** .
- The history of  dates back to 1927. A Hershey's chocolate bar was not-so-subtly introduced into the narrative.

Write an appropriate verb in the correct form to fill in the blanks.

|                        |                     |                   |                |
|------------------------|---------------------|-------------------|----------------|
| launch a product       | make a profit       | go bankrupt       | break even     |
| go on a shopping spree | shop until you drop | make ends meet    | shop around    |
| run out of cash        | fall into debt      | stick to a budget | put money away |

- The American middle class is \_\_\_\_\_ deeper into debt to maintain their lifestyle.
- The company didn't sell enough units to \_\_\_\_\_ a profit this year but at least it managed to \_\_\_\_\_ even.
- Years of mismanagement caused the family business to \_\_\_\_\_ bankrupt.
- \_\_\_\_\_ ends meet is a struggle for most teenagers, who have trouble \_\_\_\_\_ to a budget and soon \_\_\_\_\_ out of cash.

5. She never \_\_\_\_\_ any money away and usually \_\_\_\_\_ on a shopping spree at the end of the month.
6. It is essential to define your target audience and know how to reach it before you \_\_\_\_\_ a product.
7. If you \_\_\_\_\_ until you drop, you do a large amount of shopping until you are physically tired.
8. To get the best deal you should \_\_\_\_\_ around on the internet.

Use the right word to fill in the blanks

|        |       |              |          |
|--------|-------|--------------|----------|
| stingy | tight | impoverished | affluent |
|--------|-------|--------------|----------|

1. It is sadly unsurprising that 10 of the most \_\_\_\_\_ countries in the world are found in Africa.
2. She's very well-off but too \_\_\_\_\_ to give money to charity.
3. They live in a(n) \_\_\_\_\_ neighbourhood, where high-end cars and luxurious mansions are a common sight.
4. She has four kids and her husband has recently lost his job so money is very \_\_\_\_\_ at the moment.