

Vocabulary Review for Advertising Strategies

Put the following words into the blanks below.

ho-hum *Ideal* *hip* *bandwagon* *jingle*
heart strings *enhanced* *omitted* *putting ... down*

1. Stop _____ me _____. I am tired of your insults!
2. This is the perfect apartment for us. It is absolutely _____!
3. This commercial always make me cry. It really pulls on my _____
_____.
4. That _____ from the commercial is stuck in my head. I can't stop humming the tune.
5. This book isn't very interesting. It's actually very _____.
6. When he realized that all of his friends were smoking, he jumped on the _____ and started smoking, too. He followed the crowd.
7. This shampoo is _____ with argon oil. It is new and improved.
8. That celebrity's clothes are so cool and _____! I want to buy what she is wearing.
9. They left out some information, and many details were _____.