

COMPLETE EACH SENTENCE WITH THE BEST WORD

1. If a baseball player _____ a product, they say how good it is in advertisements.
persuades launches endorses
2. Billboards, those large signs used for advertising are often called _____ in British English.
leaflets slogans hoardings
3. Manufacturers of toiletries and cosmetics frequently offer free _____ for customers to try out their new products.
samples commercials posters
4. Advertising carried out at the place where a product is sold is called _____ advertising.
public point-of-sale eye-catching
5. _____ of sports and arts events can be a very powerful method to do advertising.
Research Endorsement Sponsorship
6. If you hear about a new product from a friend or relative this is called '_____
advertising'.
word-for-word mouth-to-mouth word-of-mouth
7. Outdoor advertising is growing rapidly due to the rising cost of TV _____.
commercials publicity research
8. A _____ advertisement is one that causes a lot of public discussion and disagreement.
viral controversial subliminal
9. 'Beanz Meanz Heinz' has become one of the most famous advertising _____ ever.
slogans banners mailshots
10. The company was forced to redraw its advertisement because many people found it _____.
acceptable offensive original