

1. Match the types of advertising on the left with their definitions on the right.

Commercial break
Jingle
Billboard
Pop-up ad
Product placement

- a. A short musical advertising piece often used on radio or TV.
- b. An advertisement that appears suddenly on a computer screen.
- c. A pause during a TV or radio program for advertisements.
- d. An outdoor sign along the road.
- e. The incorporation of a product into movies or TV shows.

2. Use the phrases in context

1) The _____ handed out at the event provided detailed information about the upcoming product.

- a. outdoor sign
- b. leaflet
- c. product placement
- d. jingle

2) The company aims to reach a wider audience through an extensive _____ campaign.

- a. billboard
- b. transit advertising
- c. commercial break
- d. online store

3) Consumers appreciate products with strong _____, especially in today's competitive market.

- a. visual appeal
- b. generic advertising
- c. audience
- d. word of mouth

4) The online store created an effective _____ which quickly became popular among the target audience.

- a. sponsorship
- b. slogan
- c. in-store demo

d. advertising campaign

5) _____ remains a powerful marketing tool in building trust and spreading of the product.

- a. pop-up ad
- b. word of mouth
- c. shop window
- d. E-commerce

3. Match the word with the picture.

hand out, provide, upcoming, to aim, to appreciate, tool, to spread



Reading text: An advert



Sofa for sale

This gorgeous brown sofa made by grandsofas.com is excellent quality and extremely comfortable. It is in immaculate condition (see photo) and comes with a 25-yr guarantee. Material is cotton and it has a cool modern feel.

Cushion covers are all removable and machine washable, with a quality foam filling, and it's super comfortable. Keeps its shape when you sit on it. The dark-coloured wooden legs can be easily removed to allow the sofa to fit through a standard doorway.

No wear and tear as we've only had it for two years and kept it in good condition. Sofa comes from a smoke-free, pet-free home. Only selling it due to moving house, as the new place isn't big enough for the sofa.

Sofa measurements:

- Width: 182cm
- Overall height: 81cm
- Height without legs: 63cm

Any questions, feel free to ask. Asking price: £250. ****For collection ONLY****

Task 1

Are the sentences true or false?

- | | |
|--|-----|
| 1. Short adverts with the key details work best. | T/F |
| 2. Don't give information about the condition of the item. | T/F |
| 3. Use clear paragraphs. | T/F |
| 4. You mustn't use bullet points. | T/F |
| 5. Delivery information isn't necessary. | T/F |
| 6. You must always write in complete sentences. | T/F |