

Business Result

Advanced (C1)

Unit 12

Exercise 1

Complete the sentences with the words below in the correct form.

reinforce an association between promote the consumption buy into

appeal to generate demand for pick up on tailor towards live up to

put across tap into

1. Soft drink advertising tries to _____ the desire to be 'cool'.
2. The advertising tends to _____ young people and the product.
3. The advertising was then _____ a created need.
4. Young people are keen to _____ this image.
5. Advertisers _____ this message by using images.
6. Clever marketing _____ of mobile phones.
7. It's the advertisers' job to _____ the product.
8. The target group aspires to _____ the celebrity's image.
9. The agency _____ several potential problems.
10. The images used _____ our fears of becoming an outsider.