

## 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.