

REVISION UNIT 5: ADVERTISING

Vocabulary

- The company decided to _____ a new product line next month to expand its market reach.
 - A) launch
 - B) sponsorship
 - C) endorsement
 - D) product placement
- The marketing team distributed _____ in the neighborhood to promote the upcoming sale.
 - A) leaflets
 - B) slogans
 - C) pop-ups
 - D) banners
- Our brand ambassador's _____ greatly contributed to the success of our latest advertising campaign.
 - A) commercials
 - B) porters
 - C) endorsement
 - D) word-of-mouth advertising
- The _____ at the store entrance caught the attention of passersby with its vibrant colors and catchy tagline.
 - A) hoardings
 - B) free samples
 - C) press
 - D) banners
- The company's _____ of the event helped increase its visibility and credibility among potential customers.
 - A) product placement
 - B) sponsorship
 - C) publicity stunt
 - D) viral advertising
- Our marketing strategy includes using _____ to promote our products during peak shopping seasons.
 - A) point-of-sale
 - B) commercials
 - C) leaflets
 - D) banners
- The _____ of our new product by a well-known celebrity resulted in a significant boost in sales.
 - A) product placement
 - B) sponsorship
 - C) endorsement

- D) word-of-mouth advertising
- The company's latest _____ went viral on social media, reaching millions of viewers within hours.
 - A) free samples
 - B) commercials
 - C) publicity stunt
 - D) viral advertising
- We used _____ strategically placed around the city to announce the grand opening of our new store.
 - A) pop-ups
 - B) banners
 - C) hoardings
 - D) leaflets
- The restaurant's _____ at a popular event attracted a large crowd and generated positive media coverage.
 - A) product placement
 - B) sponsorship
 - C) publicity stunt
 - D) endorsements

Grammar - Articles (a/an, the)

Complete the sentences using the correct articles (a/an, the):

- _____ advertising agency created _____ unique campaign for us.
- They launched _____ product with _____ extensive online campaign.
- Many people watched _____ live advertisement during _____ big sports event.
- _____ advertorial is similar to _____ article but promotes a product.
- We saw _____ amazing billboard on our way to _____ exhibition.
- _____ free sample was given out as part of _____ campaign.
- The company introduced _____ teaser ad on _____ popular TV channel.
- Many businesses consider _____ internet _____ most effective medium.
- It was _____ advertisement that captured _____ public's imagination.
- They gave _____ free leaflet to everyone who attended _____ launch event.