

1 Match the definitions to the words in the box. There are two extra definitions.

ad break appeal to be aimed at ~~consumer~~
launch product placement sample sponsor

- 1 a person who buys goods or services for their own use*consumer*.....
- 2 to give money to someone to support an activity or event
- 3 to interest or attract someone
- 4 a way of advertising something by supplying it for use in films or TV programmes
- 5 a short interruption of a TV or radio programme to broadcast advertisements
- 6 an idea that you are certain is true
- 7 a small amount of something that shows you what it is like
- 8 to make something available for the first time
- 9 to make something known to a particular group of people
- 10 very unusual or noticeable in some way

2 Complete the sentences with words from Exercise 1.

- 1 There is too much advertising on this channel, there's an*ad break*..... every three minutes.
- 2 The company has arranged this event to celebrate the of a new product.
- 3 This company the City Fun Run, which helps raise money for the local community.
- 4 I think the advert needs to be a younger age group.
- 5 It's important to know what the think of this ad campaign.
- 6 Did you notice all the in the film?
- 7 We believe that this ad children but not to their parents.
- 8 Would you like to try a from our new baking range?

3 Match the sentence halves. There are two extra endings.

- 1 It's important for children to have a well-

...*B*...

- 2 This jewellery brand is globally
- 3 I try to use environmentally
- 4 This product has been scientifically
- 5 These new water heaters are incredibly
- 6 This website is regularly
- 7 Do you think this brand is ecologically
- 8 I want to be financially

- A** economical and will reduce your heating bills dramatically.
- B** balanced diet to help them maintain their health.
- C** safe to use or should I get the more expensive one?
- D** independent from my parents as soon as I leave college.
- E** friendly brands of cleaning products at home.
- F** recognised to improve your skin condition if used regularly.
- G** recognised and incredibly popular.
- H** safe and sound after three hours of searching.
- I** proven to protect your skin from the sun.
- J** updated to keep users in touch with current events.

4 Complete the sentences with a word from the box and an appropriate second word.

ecologically environmentally financially
globally incredibly regularly ~~scientifically~~ well-

- 1 It isn't*scientifically*.....*proven*..... that taking a vitamin C pill every day prevents colds.
- 2 If I get this job I can be because it's a well-paid position.
- 3 Katie loves wearing brands of accessories such as Burberry and Chloe.
- 4 We encourage students to cycle to school because it's
- 5 If you had made sure your computer was it wouldn't have crashed.
- 6 I try to eat a diet but it's difficult when I'm travelling a lot.
- 7 This is a new car which is to run; it hardly uses any petrol at all.
- 8 I like to be, so take my own shopping bags when I go to the supermarket.

5 Choose the correct options.

A: I find all this junk mail we get really annoying.

B: Plus it's not at all (1) *environmentally friendly* / *incredibly economical*. Just think of all the paper that is wasted with all this advertising. Not to mention the free (2) *samples* / *product placements* that we throw away because they don't (3) *appeal to* / *sponsor* us.

A: There are too many adverts on the TV these days too. I tried watching a film last night but there were so many (4) *ad breaks* / *consumers* that I gave up. It's better to (5) *shoot* / *stream* a film online, then you don't get any interruptions.

B: Why do the (6) *environmentally safe* / *globally recognised* companies need to keep advertising all the time? Don't they have enough regular clients who are (7) *bothered about* / *loyal to* their products?

A: They're not (8) *concerned about* / *content with* the consumers they've got, they are always looking for more.