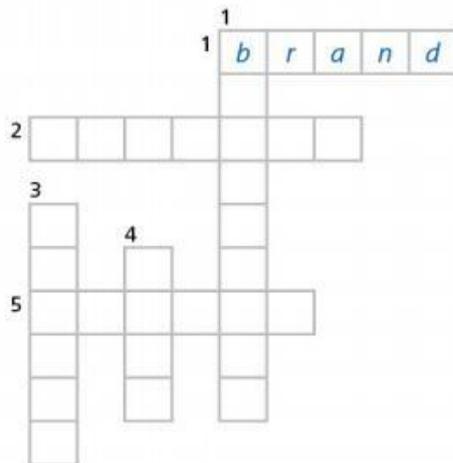


Advertising

1 Choose the correct option.

- I hate it when I'm watching a film and it's interrupted every fifteen minutes by *billboards* / commercials.
- Sam's got a part-time job giving out *leaflets* / *slogans* in the High Street.
- Who is our target *audience* / *poster* for the product?
- What's your favourite *brand* / *logo* of soft drink?
- I'm not sure about the new *slogan* / *logo*. I think it looks old-fashioned.

2 Read the clues and complete the crossword.



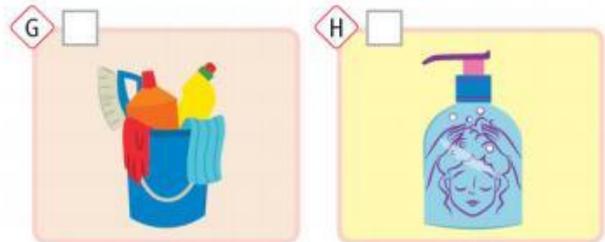
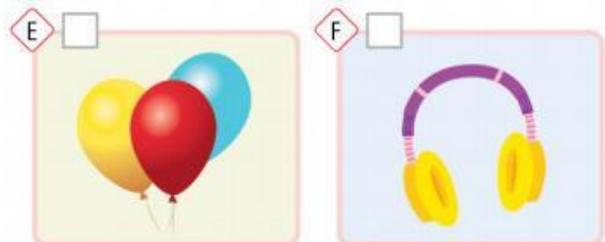
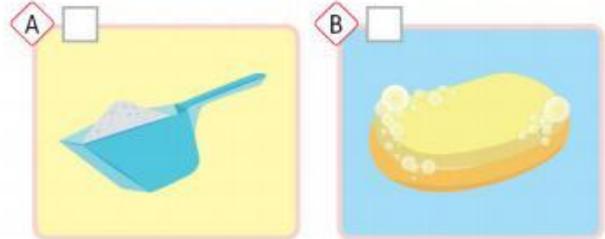
Across

- the name of a particular kind of product made by one company
- a piece of paper advertising an event or product
- a short, easy-to-remember phrase used in advertisements

Down

- a large sign outside which is used for advertising
- a printed picture or photo advertising something which is put up in a public place
- a small design or word which is the official sign of a company

3 7.1 Listen to five extracts from TV commercials. Match commercials 1–5 with products A–H. There are three extra products.



4 7.2 Listen to four short conversations. Choose the correct answer.

- What time is Henry's garage sale?
 - six o'clock
 - twelve o'clock
 - two o'clock
- What does the football academy offer for free if you sign up for a summer course?
 - a T-shirt
 - a football
 - football boots
- What do you get free in the supermarket offer?
 - a plate
 - a melon
 - two melons
- Where is the new vegan restaurant?
 - a long way away
 - on Green Lane
 - on the High Street