

AD COLLOCATIONS

Task One. Read the sentences and choose the correct verb.

1. Nike wants to (**target** / **receive**) young athletes.
2. The company will (**launch** / **carry out**) its new campaign next month.
3. The designer will (**promote** / **design**) a new package.
4. The team will (**carry out** / **present**) customer research.
5. The agency hopes to (**introduce** / **receive**) an international award.
6. The company plans to (**introduce** / **create**) a new product in Europe.
7. The salesperson will (**present** / **launch**) a great business opportunity.
8. Good advertisements (**create** / **receive**) interest among customers.
9. Social media helps companies (**promote** / **target**) their products.

Task Two. Read the sentences and choose the correct missing words.

1. The company wants to launch a _____ next month.
2. Our advertising team hopes to create a memorable _____.
3. A professional artist will design the new _____.
4. Before selling the product, the company will carry out _____.
5. The advertisement is designed to target _____.
6. Next month, the company will introduce a new _____.
7. Last year, the agency received an international _____.
8. During the meeting, the manager presented an exciting _____.
9. Social media is a great way to promote a _____.
10. The marketing department wants to launch a new _____ before Christmas.
11. The company needs to design attractive _____ for its products.
12. To understand their customers better, they decided to carry out a _____.
13. This soft drink ad is meant to target _____.
14. The company plans to promote its new _____ on television and online.
15. The team hopes to receive another _____ for its creative advertising.

