

1 Match the words with the correct definition.

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| 1 slogan | a Being unlike anything else. |
| 2 brand | b A general idea that a product presents to the public. |
| 3 image | c Supporting something publicly. |
| 4 claim | d A short and memorable phrase used in advertisements. |
| 5 emotions | e With the same sounds. |
| 6 rhyme | f Strong feelings. |
| 7 endorsement | g To state something without providing evidence. |
| 8 unique | h A product known by a particular name. |