

2 Choose the correct word (a–c) to complete the sentences.

- 1** The new _____ for our product works well. Everyone is saying it.
a brand
b emotion
c slogan
- 2** This shampoo is _____ – no other has the same ingredients.
a image
b unique
c rhyme
- 3** Which is your favourite _____ of perfume?
a brand
b claim
c rhyme
- 4** We're looking for a celebrity to provide _____ for our new product.
a unique
b endorsement
c emotion