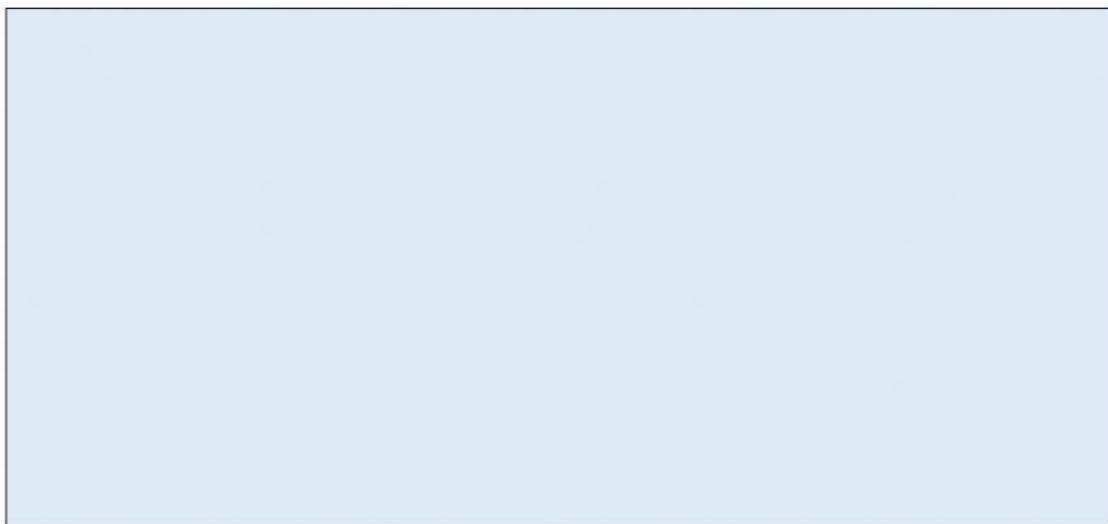


UNIT 6 – Advertising Verbs

1) Watch the following video about food in advertising spaces.



2) Read the following advertising verbs. Look at the pictures and choose the correct option.

TRICK – LAUNCH – RESEARCH – TARGET – PROMOTE – DISPLAY – PERSUADE – INFLUENCE



TRICK



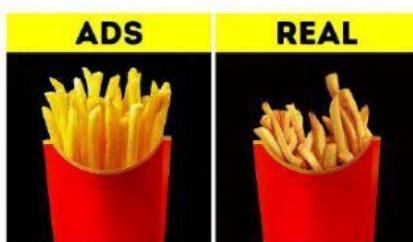
PERSUADE

LAUNCH

TARGET

RESEARCH

DISPLAY



INFLUENCE



LAUNCH

TRICK

DISPLAY

PROMOTE

PERSUADE



LAUNCH

DISPLAY

INFLUENCE



PERSUADE

RESEARCH

TARGET



PROMOTE

LAUNCH

RESEARCH

TRICK

INFLUENCE

DISPLAY

3) Match the verbs to the situations.

1. We're going to start selling the product next month.
2. We're making people think that it's a lot cheaper to buy two, when in fact it's almost the same price.
3. We're finding out exactly what teenagers are looking for when they buy beauty products.
4. We're putting the new chocolates right next to the entrance of all our department stores.
5. We're aiming the advertising campaign at fifteen-year-old boys.
6. We're going to have adverts for this product on all TV channels, and in magazines and newspapers.

a. TRICK

b. LAUNCH

c. RESEARCH

d. PROMOTE

e. TARGET

f. DISPLAY