

## Marketing Vocabulary Game

Use the key terms listed below to **fill in the blanks** in the following sentences. There are 2 words you will not need to use.

billboards	freebies	sale
commercials	gloss	slogan
copy	hype	target
endorsement	logos	word

1. JCDcaux is a company that creates out-of-home advertising including \_\_\_\_\_.
2. Some products, **especially** food and beauty items, are available as \_\_\_\_\_ as marketers try to entice customers to buy them when they come on the market.
3. Advertising companies spend a lot of time and money creating memorable \_\_\_\_\_ that represent their goods and services, e.g. 'Just do it'.
4. Some brands, e.g. L'Oreal, are well-known for using celebrity \_\_\_\_\_ to advertise their products. It is important that they choose a person who is popular and will appeal to their potential customers.
5. "\_\_\_\_\_ of mouth" advertising is beneficial to companies as it does not cost them anything and people are often more trusting of recommendations from friends and family than they are of advertising.
6. To catch shoppers' attention, small goods are often placed near the point of \_\_\_\_\_.
7. Creating a \_\_\_\_\_ about a product or service drives up demand before the product is available for sale.
8. What do the judges on American idol drink? This is an example of product \_\_\_\_\_. In the UK this is allowed in films e.g. James Bond. A recent decision means that, although previously banned, it will soon be allowed in TV programmes.
9. Companies will research the likes and dislikes of their \_\_\_\_\_ audience to have the best possible chance of creating an advert that will appeal to them.
10. Adverts only mention the positives; they \_\_\_\_\_ over inadequacies or flaws.  
([www.teachit.co/uk/2010](http://www.teachit.co/uk/2010))