

Marketing / Consumeri Vocabulary



Match the words from the box with their definitions.

Brand	Commercials	Profit	Adperson
Advertising	Advertisement / Ad	Label	Marketing
Sponsor	Logo	Product	Consumer
Campaign	Billboard	Sale	Marketer

1. _____ The action of promoting products through different types of media, such as television, radio, print, and online platforms.
2. _____ Short video, image, or text with an intent to persuade people to buy a product or service.
3. _____ Person who buys and uses a product or service.
4. _____ Particular make or trademark of a product.
5. _____ Person who writes, solicits, or places advertisements.
6. _____ Small piece of paper, cloth etc. on a product giving information about it.
7. _____ A period during which a shop or dealer sells goods at reduced prices.
8. _____ Person or firm supporting an organization in return for advertising space and brand recognition.
9. _____ A graphic mark, emblem, symbol, or stylized name used to identify a company, organization, product, or brand.
10. _____ A large outdoor board for displaying advertisements.
11. _____ The brains (people) behind getting the word out about their company's products or services.
12. _____ The action or business of promoting and selling products or services.
13. _____ The activity of informing people about a product or service with posters, films, etc.
14. _____ Something generic that a company sells or makes.
15. _____ An advertisement that is broadcast on television or radio.
16. _____ The financial gain from business activity minus expenses.

LIVEWORKSHEETS