



## Marketing / Consumerism 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

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