Match the words with their definitions.

Nouns: banner ads, billboard, brand, consumer, flyer, jingle, logo, pop-up ad, slogan, trailer
Verbs: to launch, to promote, to purchase

1. A very large board used for advertising _____
2. Short films or TV programme, used to advertise _____
3. To buy _____
4. A person who buys things _____
5. A short piece of music used in an advert _____
6. A small piece of paper used for advertising _____
7. A product made by a particular company _____
8. A short phrase that is easy to remember, used for advertising _____
9. To make people remember a product or a service _____
10. An advert that opens in a new window when you visit a website _____
11. Symbol or design used by a company to identify it _____
12. Long, narrow advertisement on a website _____
13. To start selling a new product _____

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