

**2** Choose the correct word (a–c) to complete the sentences.

- 1 The new \_\_\_\_\_ for our product works well. Everyone is saying it.  
a brand  
b emotion  
c slogan
- 2 This shampoo is \_\_\_\_\_ – no other has the same ingredients.  
a image  
b unique  
c rhyme
- 3 Which is your favourite \_\_\_\_\_ of perfume?  
a brand  
b claim  
c rhyme
- 4 We're looking for a celebrity to provide \_\_\_\_\_ for our new product.  
a unique  
b endorsement  
c emotion