Vocabulary Practice

F Choose the correct words to complete the bullet points.



BRT bank account

A simple bank account with access to an exclusive range of products.

- Exclusive (1) **interest / statement / register** rates for all savings accounts
- Competitive (2) **deposit / exchange / limit** rate for foreign currency
- Free of charge (3) **investments / taxes / transfers** to other BRT bank accounts
- Immediate approval for debit and (4) **savings / PIN / cash** cards
- Access to the largest network of (5) **cash / invest / exchange** machines in the UK
- Option to receive online PDF bank (6) **loans / statements / fraud**
- Expert consultation for (7) **investments / cashpoints / registers**
- Immediate answer for bank (8) **borrow / lend / loan** applications
- A range of credit cards which incorporate the latest technology to protect against identity (9) **withdrawal / theft / transfer**





G Complete the gaps with the words and phrases in the box.

promotion brand attract commercial logo samples billboard market research word target group advertise slogan

Tips for making a successful commercial

- Do a great deal of (1) _____ because this will help you identify your (2) _____.
- Decide which means will be used to (3) _____ your product. This could be a TV or radio (4) _____ or it could be on a (5) _____ for people to see when they are out of the house.
- Try to come up with an original idea that will (6) _____ the attention of consumers, and always include a catchy (7) _____ that people will automatically associate with your product.
- Make sure that the company's (8) _____ is always clearly displayed alongside the (9) _____ name in order to encourage brand loyalty.
- Just after the product has been advertised, a (10) _____ should take place where either free (11) _____ of the product are given away or it is offered for sale at a substantial discount. This is a good way for your product to get advertised by (12) _____ of mouth because people usually tell friends and relatives about any good offers.

H Read the sentences and choose the correct answer *a*, *b* or *c*.

1. Donna's new flat cost a small _____.
   a. deposit b. debt c. fortune
2. Now that they are both unemployed they'll have to _____ their belt.
   a. place b. tighten c. sell
3. Why don't you buy this camera? It's really good _____ for money.
   a. value b. price c. amount
4. We get a _____ on the parking, so it costs us £50 per week.
   a. spree b. sale c. discount
5. After his complaint about the faulty laptop, he finally got a full _____.
   a. refund b. insurance c. interest
6. I'm afraid I have no _____.
   a. exchange b. change c. discount

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