

Unit 13: Advertising

Match the words in column A with the definitions in column B.

A	B
(1) plug (v.)	(a) the type, class, or age of people a company is trying to sell its product to
(2) unique selling point (USP)	(b) a strategy designed to create a demand for a product or service
(3) target audience	(c) something that makes a product different from other products and therefore special
(4) advertising campaign	(d) an informal word used for the act of promoting or advertising a product or service
A	B
(1) cold-calling	(a) very noticeable because it is very prominent or different
(2) personal ads	(b) when a company/organisation gives money to a sports team or event in return for publicity
(3) sponsorship	(c) the practice of selling things by telephone to people who are called at random
(4) eye-catching	(d) advertisements used by people to find new friends, partners, or companions
A	B
(1) jingle	(a) a large roadside sign visible from some distance away that advertises a product or service
(2) logo	(b) an image or design closely associated with a company or product, used for marketing purposes
(3) billboard	(c) when a well-known person promotes a particular product or service
(4) celebrity endorsement	(d) a short tune accompanying an advertisement on television, radio, or the internet

A	B
(1) classified ads	(a) when a company introduces a new product onto the market
(2) product launch	(b) small advertisements placed in a newspaper or online by the general public to sell items that they no longer want or need
(3) brand (n.)	(c) a short, catchy phrase used to sell a product
(4) slogan	(d) a name associated with a specific product or range of products made by a particular company

A	B
(1) hype	(a) an advertisement on radio or television
(2) product placement	(b) a discounted price or special deal used to get people to buy a product or service
(3) commercial (n.)	(c) exaggerated claims about the value of a product or service to make it sound better than it really is
(4) special offer	(d) when a product is seen or used in a television programme or film for advertising purposes

A	B
(1) brand loyalty	(a) a company that specialises in promoting the products and services of others
(2) telesales	(b) advertising delivered in such a way that people are unaware of it as it works on an unconscious level
(3) advertising agency	(c) when customers only purchase a particular brand
(4) subliminal advertising	(d) selling products and services over the phone

Complete the sentences below with a word from this unit. You may have to change the form of the word so that it fits into the sentence grammatically.

1. If you want to find a partner or companion, you can place a _____ on the internet.
2. The company's _____ of the football club means that the club have lots of money to spend on new players. In return, the company is able to promote and advertise its products at the stadium and on the team's shirts.
3. There was a lot of _____ surrounding the launch of the new phone, but it turned out to be quite disappointing.
4. The shoes were on _____. They were 50% cheaper than normal.
5. The _____
_____ of this phone is that it has a special device that helps people to locate it when it has been lost. Other phones don't have this feature.
6. As we were driving into the city, we saw a _____ advertising a motel further down the road.
7. The _____ devised a strategy to help the company sell the product.
8. The _____ for the product is young, middle-class, professional adults. These are the people the company thinks are most likely to buy it.
9. _____ are a cheap way of selling things people no longer want or need. You can post them on the internet or place them in a newspaper.
10. A lot of people only buy Apple products rather than the products of their competitors. This is an example of _____.
11. The _____ for the company's newest product involved a series of advertisements on television, radio, and the internet.
12. The _____ on television was very funny and probably resulted in more people buying the product.