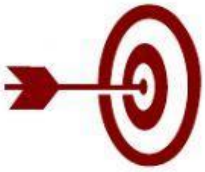
ADVERTISING



1. Go through the vocabulary and use your dictionary if necessary:

SLOGANS	FUNNY	SHOCKING	LEAFTLET	SUCCESSFUL
EMPHASIS	AIDA	BILLBOARD	POSITIVE	BRAND
CATCHY TUNE	POSTER	PRIME TIME	COMMERCIAL BREAK	INSPIRING
VISUAL EFFECTS	POWERFUL	PROMOTE	TARGETGROUP	CELEBRITIES
INFORMATIONAL	GET ATTENTION	EYE-CATCHER	CONFUSING	NEGATIVE
EXAGGERATE	PERSUASIVE	ESSENTIAL	SPECIAL OFFER	COMPARE
CUSTOMERS	MISLEADING	PRODUCT	AMUSING	BAN
PROFIT	COMMERCIAL	PEAK TIME	CONTROVERSIAL	HUMOUR

2. Use the marked words from above to fill in the gaps:

- If you want to approach potential [ ] you have to [their] first.
- [ ] are often used in advertising. Such as "Think different" in APPLE adverts.
- [ ] time and [ ] time are the times when most people watch TV.
- To persuade the customers about the product, they often [ ] its qualities.
- Famous brands often use [ ] in their adverts as they can afford to pay them.
- [ ] is a printed, usually folded handbill or flier intended for free distribution.
- [ ] is a large board placed outdoors used for displaying advertisements.
- Many people really hate [ ] breaks on TV and they change the channel.
- It is not only about visual effects, people just hum/sing the [ ] used in commercials
- Often they try to get the interest of potential customers by [ ]. ➔ **50% OFF**
- [ ] is the consumer group most likely to buy a specific product identified by region, age or economic status.
- [ ] is the name of something that is made by a particular company.
- [ ] is a model used in Marketing. It means ATTENTION, INTEREST,DESIRE, ACTION

3. Find adjectives from above that can describe advertisement and add some of your own:

controversial	informational			

MEDIA	CONTROVERSIAL	PERSUASIVE
PRODUCT	POSTER	EXAGGERATE
ADVERTISEMENT	SLOGAN	MARKET
COMMERCIAL	EYE-CATCHER	BRAND
PROFIT	FUNNY	SERVICE
MISLEADING	CUSTOMER	ADVERTISING