ADVERTISING



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

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	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. Read the marked words from above to choose the correct word in the gaps:						
	If you want to approach potential you have to their attention first.					
	are often used in advertising such as "Think different" in APPLE adverts.					
	time and peak 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.					
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•	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 special → 50% OFF					
•	group 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					
	Attention Interest Desire Action					
3. Find ADJECTIVES from above that can describe advertisements and commercials:						
L	informational					
L	funny					