

# Shopping and Advertising



## Match

product placement	commercial break	celebrity endorsement	word of mouth
brand awareness	advertising agency	brand loyalty	cold calling

a) Product recognition

b) Personal recommendation

c) The tendency to always buy a particular product made by the same company.

d) Trying to sell a product by making unsolicited sales calls.

e) An advertising technique used to subtly promote a product by using it or mentioning it in a film or TV programme.

f) An advertising technique that involves a well-known person using their fame to promote a product.

g) A company that produces advertisements.

h) A short interruption of a TV programme to broadcast advertisements.

Use the phrases above to fill in the blanks.

1. He didn't need to spend on advertising; the news of his most recent development **spread by word of mouth**.
2. This form of advertising may not increase sales directly but it **promotes brand awareness**, which will boost its popularity.
3. Companies should deliver quality products at a reasonable price to **build brand loyalty**.
4. The history of **product placement** dates back to 1927. A Hershey's chocolate bar was not-so-subtly introduced into the narrative.

Write an appropriate verb in the correct form to fill in the blanks.

launch a product	make a profit	go bankrupt	break even
go on a shopping spree	shop until you drop	make ends meet	shop around
run out of cash	fall into debt	stick to a budget	put money away

1. The American middle class is falling into debt deeper into debt to maintain their lifestyle.
2. The company didn't sell enough units to make a profit this year but at least it managed to break even.
3. Years of mismanagement caused the family business to go bankrupt.
4. Not making ends meet is a struggle for most teenagers, who have trouble stick to a budget and soon run out of cash.

5. She never \_\_\_\_\_ any money away and usually \_\_\_\_\_ on a shopping spree at the end of the month.
6. It is essential to define your target audience and know how to reach it before you \_\_\_\_\_ a product.
7. If you \_\_\_\_\_ until you drop, you do a large amount of shopping until you are physically tired.
8. To get the best deal you should \_\_\_\_\_ around on the internet.

Use the right word to fill in the blanks

stingy

tight

impoverished

affluent

1. It is sadly unsurprising that 10 of the most \_\_\_\_\_ countries in the world are found in Africa.
2. She's very well-off but too \_\_\_\_\_ to give money to charity.
3. They live in a(n) \_\_\_\_\_ neighbourhood, where high-end cars and luxurious mansions are a common sight.
4. She has four kids and her husband has recently lost his job so money is very \_\_\_\_\_ at the moment.