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** _____ .
2. This form of advertising may not increase sales directly but it **promotes** _____ , which will boost its popularity.
3. Companies should deliver quality products at a reasonable price to **build** _____ .
4. The history of _____ 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 _____ deeper into debt to maintain their lifestyle.
2. The company didn't sell enough units to _____ a profit this year but at least it managed to _____ even.
3. Years of mismanagement caused the family business to _____ bankrupt.
4. _____ ends meet is a struggle for most teenagers, who have trouble _____ to a budget and soon _____ out of cash.

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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.

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