COMPLETE EACH SENTENCE WITH THE BEST WORD

1. *If a baseball player _____ a product, they say how good it is in advertisements.*

   persuades *launches* *endorses*

2. *Billboards, those large signs used for advertising are often called _____ in British English.*

   leaflets *slogans* *hoardings*

3. *Manufacturers of toiletries and cosmetics frequently offer free _____ for customers to try out their new products.*

   samples *commercials* *posters*

4. *Advertising carried out at the place where a product is sold is called _____ advertising.*

   public *point-of-sale* *eye-catching*

5. *_____ of sports and arts events can be a very powerful method to do advertising.*

   Research *Endorsement* *Sponsorship*

6. *If you hear about a new product from a friend or relative this is called '_____ advertising'.*

   word-for-word *mouth-to-mouth* *word-of-mouth*

7. *Outdoor advertising is growing rapidly due to the rising cost of TV _____.*

   commercials *publicity* *research*

8. *A _____ advertisement is one that causes a lot of public discussion an disagreement.*

   viral *controversial* *subliminal*

9. *'Beanz Meanz Heinz' has become one of the most famous advertising _____ ever.*

   slogans *banners* *mailshots*

10. *The company was forced to redraw its advertisement because many people found it _____.*

    acceptable *offensive* *original*

LIVEWORKSHEETS