

Use the words from the box to complete the sentences.

Image – online – marketing – jingle – entire – call to action – endorsement – brand – marketing - advertising

1. A _____ is a unique identification given to a particular product or company.
2. The _____ of a popular celebrity can greatly impact consumers' perceptions of a product.
3. Social media is an incredibly powerful platform for _____ due to its wide reach.
4. A catchy _____ is designed to create a memorable tune associated with a product.
5. Companies often run _____ campaigns to promote their products to a specific audience.
6. The _____ success of an advertising campaign depends on how well it resonates with the target audience.
7. Effective _____ involves understanding the needs and desires of the consumer.
8. A _____ in an advertisement prompts the audience to take a specific step, such as making a purchase.
9. Media channels, including TV, radio, and _____ platforms, play a crucial role in disseminating advertising messages.
10. An advertisement with a strong brand _____ is likely to leave a lasting impression on consumers.

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