



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.