Complete the article with the correct form of the adjectives in brackets.

That little voice in your head

Laser-like audio technology is currently being developed to provide marketers with one of the (1 new) *newest* and (2 innovative) _____ marketing techniques they've seen for years. Hypersonic sound speakers on supermarket shelves and vending machines send messages to customers as they walk past. The sound is (3 clear) _____ than normal, which allows it to reach directly into the listeners' ears. They will think the message is coming from inside their heads! Marketers believe that it will have a far (4 great) _____ effect on sales than other forms of point of sale promotion. 'It will also make people laugh,' one consultant said, 'it is (5 funny) _____ and (6 amusing) _____ way to sell



that I've ever heard of.' But some people are (7 sceptical) _____ about consumer reaction. People may not like the fact that this method is (8 intrusive) _____ than others. But marketers remain optimistic as one consultant said, 'This is (9 good) _____ chance we've got of ever actually getting inside our customers' heads.'

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