

Complete the paragraph with the appropriate words from the box. Use information from Step 1.

commercial advertiser

convince

customs

difficult

global advertising

illegal

product preferences

vatrushka

China and Russia are good examples of _____. In
China, business advertising was _____. The only type of
advertising that existed was government advertising. This changed when Sony
became the first _____ in China. Russia is an example of
how different customs and _____ affect advertising
campaigns. To sell pizza in Russia, advertisers had to _____
Russians to try it. They compared it to _____, a familiar
Russian food. Then they had to deal with Russian food _____.
Take-out pizza, and fast food in general, was not acceptable because of the Russian
preference for slow, sit-down meals. Both China and Russia demonstrate how
global advertising can be _____.