

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 1. 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 3. how different customs and _____ affect advertising 4. campaigns. To sell pizza in Russia, advertisers had to _____ 5. Russians to try it. They compared it to _____ 6. a familiar Russian food. Then they had to deal with Russian food _____. 7. 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 _____. 8.