

Activity: Advertising and the Internet

Instructions: Complete each sentence with the appropriate word from the following list: despite, however, in spite of, in contrast, although, while. Each word should be used exactly once.

1. Social media advertising is cost-effective, _____ it requires constant monitoring and updating.
2. _____ the widespread use of digital marketing, some companies still prefer print advertisements.
3. Digital ads offer precise targeting, _____ they can sometimes be seen as intrusive.
4. _____ the popularity of online ads, TV commercials remain a significant part of many marketing strategies.
5. Online ads being highly customizable, _____ many users install ad-blockers.
6. _____ TV ads reach a broad audience, digital ads can be tailored to individual preferences.
7. The effectiveness of email marketing is significant, _____ some consumers find it annoying.
8. Online advertisements are generally cheaper, _____ some companies allocate larger budgets to TV and radio ads.
9. _____ their potential reach, online ads often suffer from ad fatigue and banner blindness.
10. Digital marketing is dynamic and flexible, _____ it demands continuous adaptation to new trends.
11. _____ many people watch TV shows online, live TV advertising still holds significant value.
12. The benefits of targeted ads are clear, _____ privacy concerns are a major issue.
13. _____ the shift towards digital media, traditional billboards and posters are still used in major cities.
14. _____ digital ads can be very engaging, they also risk being ignored if they are not relevant.
15. The ability to track online ad performance in real time is useful, _____ some advertisers still rely on traditional methods.