REVISION UNIT 5: ADVERTISING

Vocabualry

- The company decided to _____ a new product line next month to expand its market reach.

  - A) launch
  - B) sponsorship
  - C) endorsement
  - D) product placement

- The marketing team distributed _____ in the neighborhood to promote the upcoming sale.

  - A) leaflets
  - B) slogans
  - C) pop-ups
  - D) banners

- Our brand ambassador's _____ greatly contributed to the success of our latest advertising campaign.

  - A) commercials
  - B) porters
  - C) endorsement
  - D) word-of-mouth advertising

- The _____ at the store entrance caught the attention of passersby with its vibrant colors and catchy tagline.

  - A) hoardings
  - B) free samples
  - C) press
  - D) banners

- The company's _____ of the event helped increase its visibility and credibility among potential customers.

  - A) product placement
  - B) sponsorship
  - C) publicity stunt
  - D) viral advertising

- Our marketing strategy includes using _____ to promote our products during peak shopping seasons.

  - A) point-of-sale
  - B) commercials
  - C) leaflets
  - D) banners

- The _____ of our new product by a well-known celebrity resulted in a significant boost in sales.

  - A) product placement
  - B) sponsorship
  - C) endorsement

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- D) word-of-mouth advertising

- The company's latest _____ went viral on social media, reaching millions of viewers within hours.

  - A) free samples
  - B) commercials
  - C) publicity stunt
  - D) viral advertising

- We used _____ strategically placed around the city to announce the grand opening of our new store.

  - A) pop-ups
  - B) banners
  - C) hoardings
  - D) leaflets

- The restaurant's _____ at a popular event attracted a large crowd and generated positive media coverage.

  - A) product placement
  - B) sponsorship
  - C) publicity stunt
  - D) endorsements

Grammar - Articles (a/an, the)
Complete the sentences using the correct articles (a/an, the):

1. _____ advertising agency created _____ unique campaign for us.
2. They launched _____ product with _____ extensive online campaign.
3. Many people watched _____ live advertisement during _____ big sports event.
4. _____ advertorial is similar to _____ article but promotes a product.
5. We saw _____ amazing billboard on our way to _____ exhibition.
6. _____ free sample was given out as part of _____ campaign.
7. The company introduced _____ teaser ad on _____ popular TV channel.
8. Many businesses consider _____ internet _____ most effective medium.
9. It was _____ advertisement that captured _____ public's imagination.
10. They gave _____ free leaflet to everyone who attended _____ launch event.

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