

**Vocabulary**

- 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

- 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.