

**1 Match the definitions to the words in the box. There are two extra definitions.**

ad break   appeal to   be aimed at   ~~consumer~~  
launch   product placement   sample   sponsor

- 1 a person who buys goods or services for their own use .....*consumer*.....
- 2 to give money to someone to support an activity or event .....
- 3 to interest or attract someone .....
- 4 a way of advertising something by supplying it for use in films or TV programmes .....
- 5 a short interruption of a TV or radio programme to broadcast advertisements .....
- 6 an idea that you are certain is true .....
- 7 a small amount of something that shows you what it is like .....
- 8 to make something available for the first time .....
- 9 to make something known to a particular group of people .....
- 10 very unusual or noticeable in some way .....

**2 Complete the sentences with words from Exercise 1.**

- 1 There is too much advertising on this channel, there's an .....*ad break*..... every three minutes.
- 2 The company has arranged this event to celebrate the ..... of a new product.
- 3 This company ..... the City Fun Run, which helps raise money for the local community.
- 4 I think the advert needs to be ..... a younger age group.
- 5 It's important to know what the ..... think of this ad campaign.
- 6 Did you notice all the ..... in the film?
- 7 We believe that this ad ..... children but not to their parents.
- 8 Would you like to try a ..... from our new baking range?

**3 Match the sentence halves. There are two extra endings.**

- 1 It's important for children to have a well-

...*B*...

- 2 This jewellery brand is globally .....
- 3 I try to use environmentally .....
- 4 This product has been scientifically .....
- 5 These new water heaters are incredibly .....
- 6 This website is regularly .....
- 7 Do you think this brand is ecologically .....
- 8 I want to be financially .....

- A** economical and will reduce your heating bills dramatically.
- B** balanced diet to help them maintain their health.
- C** safe to use or should I get the more expensive one?
- D** independent from my parents as soon as I leave college.
- E** friendly brands of cleaning products at home.
- F** recognised to improve your skin condition if used regularly.
- G** recognised and incredibly popular.
- H** safe and sound after three hours of searching.
- I** proven to protect your skin from the sun.
- J** updated to keep users in touch with current events.

**4 Complete the sentences with a word from the box and an appropriate second word.**

ecologically   environmentally   financially  
globally   incredibly   regularly   ~~scientifically~~   well-

- 1 It isn't .....*scientifically*..... .....*proven*..... that taking a vitamin C pill every day prevents colds.
- 2 If I get this job I can be ..... because it's a well-paid position.
- 3 Katie loves wearing ..... brands of accessories such as Burberry and Chloe.
- 4 We encourage students to cycle to school because it's .....
- 5 If you had made sure your computer was ..... it wouldn't have crashed.
- 6 I try to eat a ..... diet but it's difficult when I'm travelling a lot.
- 7 This is a new car which is ..... to run; it hardly uses any petrol at all.
- 8 I like to be ....., so take my own shopping bags when I go to the supermarket.

**5 Choose the correct options.**

**A:** I find all this junk mail we get really annoying.

**B:** Plus it's not at all (1) *environmentally friendly* / *incredibly economical*. Just think of all the paper that is wasted with all this advertising. Not to mention the free (2) *samples* / *product placements* that we throw away because they don't (3) *appeal to* / *sponsor* us.

**A:** There are too many adverts on the TV these days too. I tried watching a film last night but there were so many (4) *ad breaks* / *consumers* that I gave up. It's better to (5) *shoot* / *stream* a film online, then you don't get any interruptions.

**B:** Why do the (6) *environmentally safe* / *globally recognised* companies need to keep advertising all the time? Don't they have enough regular clients who are (7) *bothered about* / *loyal to* their products?

**A:** They're not (8) *concerned about* / *content with* the consumers they've got, they are always looking for more.