

GE8 UNIT 4 ADVERTISING 2

1. Read and complete the text using the words in the box:

slogans	social media	brand loyalty	target audience
electronic ads	advertising	pop-ups	hoardings
celebrity endorsement	advertisements	advertising campaigns	print media

In the world of _____, various tactics are employed to capture the attention of the _____ and promote products effectively. From traditional _____ like magazines and newspapers to modern digital marketing strategies, the landscape of advertising is diverse and dynamic. _____ is a popular approach used to leverage the influence of well-known personalities to endorse products and build _____. Catchy short _____ and compelling adverts are the core of successful _____. In the digital realm, _____ and _____ on websites and _____ platforms such as Facebook and Instagram play a significant role in reaching a broader audience. Moreover, outdoor advertising through _____ strategically placed in high-traffic areas can also make a lasting impact. Through a mix of traditional and innovative approaches, advertisers strive to create engaging _____ that leave a lasting impression on consumers and drive success for their brands.

2. Read and choose the correct answer:

Milk, bread, and eggs are _____ that are usually found at the top of the shopping list.

- a. aisles b. essentials c. trolleys d. produce

The bakery section with freshly baked goods is always _____ for shoppers.

- a. essential b. squash c. tempting d. deserve

The fruits and vegetables in the trolley got _____ under the weight of other items.

- a. tempting b. tempting c. deserved d. squashed

The line at the _____ is moving slowly, giving shoppers time to browse the impulse items.

- a. checkout b. section c. aisle d. trolley

The _____ of the supermarket were neatly organized, making it easy to find products.

- a. essentials b. trolleys c. aisles d. resist

After a long day of work, I think I _____ a treat, so I'm going to buy myself a small luxury item.

- a. resist b. tempting c. deserve d. produce

It can be challenging to _____ buying snacks displayed in attractive packaging.

- a. tempting b. resist c. produce d. impulse

The _____ was filled with groceries for the week ahead.

- a. dairy b. aisle c. section d. trolley

If you're looking for glass cleaners, go to the _____ section on the right.

- a. produce b. dairy c. chemist d. household and cleaning

The company launched a creative _____ to introduce their new brand to the market and attract potential customers."

- a. advertisement b. exclusive image c. marketing campaign d. manufacture

With a focus on quality and elegance, the company aimed to establish itself as a global _____ brand renowned for its exquisite products.

- a. luxury b. exclusive image c. loyalty d. marketing

Our company decided to go into _____ with a trusted partner to launch their innovative product line.

- a. manufacture b. business c. slogan d. advertise

The company chose to _____ their goods locally to ensure high quality and reduce production costs.

- a. product b. marketing c. manufacture d. advertise

The picture, _____ by Sir John Everett Millais in 1886, shows his grandson.

- a. was painted b. painting c. painted d. paint

The car _____ in Chicago was a vintage Porsche 911.

- a. purchase b. purchased c. purchasing d. is purchased

3. Prepositions preceding nouns- Reflexive pronouns: Read and complete the sentences with the appropriate words:

I only bought this fancy dress because it was _____ sale.

The biggest house on the street is _____ sale now. The owner wants to move to another city.

Louis, your favorite sports car is _____ half price now. This special offer is _____ one week only, so we should decide if we really want to buy the car.

Do you know that this week you can get _____ 30% off all the household and cleaning items?

We were amazed by the range of products _____ offer in this small convenient store.

Can you pack your things _____ or do you need help?

Babi and Cristo, stop playing with that trolley! You'll hurt _____.

We always treat _____ to a nice dessert at the weekend.

Anna doesn't need your help. She can do everything _____.

Most customers like to take their time and choose fruit and vegetables _____, so you don't have to do anything.