

## 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.