VOCABULARY
Science; Advertising

A Complete the article with the correct form of the words in the box.

analysis data evidence finding researcher theory

No sugar, please

Sweeteners – replacements for sugar – are big business. The [1] _____ is that, if we use products with no calories in place of sugar, we don't put on weight, while still enjoying the sweet taste we love. Saccharin, the original sweetener, was first used over 100 years ago. [2] _____ thought they'd found something better in 1937. This was called cyclamate, and it enjoyed increasing popularity for several decades until further experiments were carried out on rats. The [3] _____ from these experiments showed that the rats were developing cancer, and cyclamate was to blame. Next came aspartame, followed by sucralose, which was marketed as 'Splenda'.

However, there is a lot of [4] _____ to suggest that we are not being very scientific in our approach to the problem. Firstly, it is impossible to gather enough [5] _____ until thousands of people have been exposed to untested (and potentially very harmful) chemicals. Moreover, recent [6] _____ of the effect of these chemicals shows that they might have the opposite effect to the one that is intended – that is, they make us gain weight rather than lose it.

B Choose the correct options (a, b or c) to complete the sentences.

1 The idea of ___ loyalty is that customers are happy with a company so they keep buying their products.
a target **b** consumer **c** brand

2 For music streaming services, the ___ market is the under-30s, with the exception of classical music, which is often aimed at older people.
a target **b** profile **c** brand

3 Popular, high- ___ celebrities are the best people to get to advertise your product.
a profile **b** brand **c** trend

4 Some people are paid a fortune to help identify what the next fashion ___ might be; manufacturers who can predict a fashion have a great advantage.
a campaign **b** trend **c** profile

5 We launched a massive advertising ___ on TV and radio, but sales were disappointingly low.
a strategy **b** campaign **c** endorsement

6 People are just not buying our products – we need a new marketing ___.
a trend **b** target **c** strategy

7 There have been a lot of complaints online – the manufacturer simply must listen to the demands of ___.
a consumers **b** trends **c** targets

8 By getting a famous footballer to ___ their product on TV, the company increased sales enormously.
a profile **b** trend **c** endorse



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