VOCABULARY Advertising: nouns and verbs

1 Match the words and phrases to the definitions.

1 ad break .....
2 sample .....
3 appeal to .....
4 consumer .....
5 launch .....
6 sponsor .....
7 product placement .....
8 aimed at .....

a a person who buys something for their own use
b the time on TV or radio used for advertising
c support a person/organisation financially as a way of advertising
d a small amount of something that shows you what it's like
e be attractive to
f intended to influence or affect a particular person or group
g a way of advertising a product by making it appear in a film, TV show, etc.
h make available for the first time

2 Choose the correct words.

1 A local company has just decided to *sponsor* / *launch* our band.
2 That car manufacturer apparently spent $1 million getting *product placement* / *samples* in the latest James Bond film.
3 I disagree with advertising that is *sponsoring* / *aimed at* children.
4 The best thing about some TV programmes is the *samples* / *ad breaks*.
5 There were people in the shopping centre giving out *sponsors* / *samples* of a new breakfast cereal.
6 The new edition of Minecraft was *launched* / *sponsored* yesterday.

3 Complete the sentences with words and phrases from Exercise 1 in the correct form.

1 We need to design something that will _____ young adult females.
2 Did you receive a _____ of our new product in the post this week?
3 Did you see all the _____ in that celebrity's latest video?
4 These food price increases will affect all _____.
5 I'm trying to find a new _____ for the children's football team.
6 The company is _____ its new product at the end of the month. It's _____ the teenage market.

LIVEWORKSHEETS