

Gap-Fill Exercise: Advertising and Selling the Benefit

Complete the text with the correct words from the box below.

USP (unique selling point)	niche market	endorsement
competitive pricing	skimming pricing	
penetration pricing	special features	slogan
brand name	retail shop	logo



Advertising plays a big role in how companies connect with their customers. It's not just about showing a product, but about selling the **benefits** that make it stand out.

To attract buyers, businesses often focus on (1) _____, such as waterproof material or Bluetooth connectivity, which add extra value to the product. These are the details that can convince someone to choose one item over another.

Another technique is using (2) _____, where a famous person appears in ads to recommend a product. This can build trust and encourage fans to make a purchase.

In physical locations like a (3) _____, customers can see, touch, and try products before buying them. While online shopping is growing, many people still prefer the in-person experience.

A business needs a clear (4) _____, which explains what makes its product different from others. This could be something like "the fastest charging phone" or "the softest running shoes."

Some companies aim at a (5) _____, focusing on a small group of people with specific interests or needs — like eco-conscious shoppers or professional gamers.

A smart pricing strategy can make a big difference. For example, (6) _____ is when a company sets low prices to compete with others in the market. On the other hand, (7) _____ involves starting with a high price to attract customers who are willing to pay more for a new or innovative product.

Another strategy is (8) _____, where the company begins with a low price to enter the market quickly and build a customer base.

Creating a strong identity is also important. A company's (9) _____ helps people instantly recognize its products, especially when paired with a (10) _____, like Apple's apple or McDonald's golden arches.

Finally, many businesses come up with a short and catchy (11) _____ to stick in people's minds — like "I'm lovin' it" or "Because you're worth it."