

EFFECTIVE ADVERTISING



You will hear a monologue about effective advertising.

For questions 1-10, complete the sentences with a word or short phrase.

Play the recording twice.

1. Effective advertising should grab attention, build interest, and _____.
2. Advertisements for parents are different from those made for _____.
3. To reach the right people, the ad must match the _____ of the audience.
4. Successful ads often use _____ to connect with people's feelings.
5. Viewers are more likely to remember a brand if they feel something _____.
6. A clear message is delivered using layout, imagery, and _____.
7. Social media users only look at an ad for a few _____.
8. The message in an ad should be simple and easy to _____.
9. Without a strong call to action, people might not _____ anything.
10. Advertising influences our decisions, sometimes without us even _____ it.

