

Advertising & Selling

Vocabulary Worksheet · B1+ Level



Name: _____ Date: _____ Score: _____ / 20

WORD BANK

endorse flyer free sample freebie influencer
launch a marketing campaign leaflet logo make cold calls manipulate
pop-up product placement promote slogan word-of-mouth publicity

A

Unscramble the words

Rearrange the letters to find the correct vocabulary word. Use the clue to help you.

#	SCRAMBLED WORD	CLUE	ANSWER
1	LYFER	A small printed paper handed out on the street to advertise something.	
2	GOLANS	A short, catchy phrase a brand uses so people remember it easily.	
3	ORENDES	When a celebrity publicly supports or recommends a product.	
4	UPOP - P	An annoying ad that suddenly appears on your screen, or a temporary store.	
5	GOLO	A graphic symbol that represents a company or brand.	
6	EBIEFRE	Something you get for free, usually as a gift or reward from a company.	
7	TAFELEL	An informative sheet of paper, often about health, recycling, or events.	
8	MOTEROP	To publicise an event or product so more people know about it.	
9	ENPULITAM A	To control or influence someone in a clever or unfair way.	
10	CINFLUREEN	A person with many followers online who affects what people buy.	

Tip: For Section B, choose from the Word Bank above. Each word is used only once. Be careful — there are extra words!

B

Fill in the gaps

Complete each sentence with the correct word or phrase from the Word Bank.

#	SENTENCE	ANSWER
11	At the supermarket, a lady was giving out a _____ of the new chocolate so everyone could taste it before buying.	
12	That new taco place became super famous through _____ — nobody saw an ad; friends just kept telling friends how great it was.	
13	I hate it when companies _____ during dinner — random strangers calling to sell you things is so annoying.	
14	Did you notice the character in the series was always drinking the same soda? That's _____ — the brand pays the producers for it.	
15	The clothing brand is about to _____ with billboards, TikTok ads, and partnerships with creators.	
16	That famous athlete agreed to _____ the new trainers — now you see her face on every ad for them.	
17	Someone left a _____ on every car windshield in the car park advertising a two-for-one pizza deal.	
18	Nike's _____ — "Just Do It" — is one of the most recognised phrases in advertising history.	
19	Be careful — some ads are designed to _____ you into buying things you don't really need.	
20	A _____ ad suddenly appeared on my phone screen while I was watching a video — I accidentally clicked on it!	

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