

Marketing and Advertising vocabulary.

Advertising:

Marketing:

After learning the terms on englishclub.com, let's check how well you remember the words and sentences you've read...

I. Drag and drop the right word in each of the following sentences:

To find out* how much sugar a drink contains, check the nutrition information on the

The drink's main is its low sugar content.

If your is the teen market, make sure your ad* includes language and design they will identify with.

After every song on the radio we get two or three It's too much advertising for me.

Most don't care where the products they buy come from.

A really good in an online ad will grab* people's attention and generate a lot of clicks.

I wonder* what it costs to advertise on one of those you drive past on the way to the airport.

If a product's is made of plastic, environmentally-aware* consumers might not buy it.

Are TV channels allowed* to run an for a gambling* website in your country?

He was smart enough to his music online for free and his song was a hit after his home-made video went viral.

I've tried lots of other of shampoo, but this one's still my favorite.

Kim is going to a new line of clothing.

billboards

brands

packaging

consumers

feature

promote

launch

commercials

advertisement

eye-catcher

label

target

Marketing and Advertising vocabulary.

*Help:

to find out: to learn
an ad: an advertisement
to grab people's attention: to attract their attention
to wonder: to ask oneself
aware: conscious, well-informed
to be allowed: to be permitted
to gamble: to play at a game of chance for money, to bet

II. Join the following words with their French translation.

a billboard	une marque
a brand	une étiquette
the packaging	la cible
a consumer	une accroche (qui attire l'oeil)
a feature	une caractéristique
to promote	lancer
a label	l'emballage, le conditionnement
to launch	une publicité, un spot publicitaire
an advertisement/a commercial	promouvoir
the target	un panneau (d'affichage)
an eye-catcher	un consommateur