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**

LIVEWORKSHEETS

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

LIVEWORKSHEETS