

QUIZ 3

VOCABULARY: ADVERTISING MEDIA AND METHODS

1 Complete sentences 1–10 with answers a), b) or c).

- 1 A lot of local businesses _____ adverts in our newspaper.
a) endorse b) target c) place
- 2 Creating clever and memorable _____ such as 'Mr Muscle loves the jobs you don't' is the job of advertising agencies.
a) slogans b) flyers c) samples
- 3 The company's new global advertising campaign, which will _____ in Japan, Europe and the US, will cost \$3m.
a) promote b) run c) sponsor
- 4 Many people are beginning to criticise the widespread practice of _____ marketing, in which companies recruit bloggers to talk about products in exchange for samples or promotions.
a) banner b) viral c) outdoor
- 5 Through blogs and services such as Facebook and Twitter, companies are able to _____ more directly with consumers.
a) endorse b) exhibit c) communicate
- 6 If you would like more information, please help yourself to one of our _____.
a) leaflets b) pop-ups c) billboards
- 7 An effective advert is one that _____ the consumer to buy the product or service it advertises.
a) influence b) promotes c) persuades

8 The bulk of mobile advertising is still focused on _____ ads and text messages, but some companies are experimenting with offering free video clips supported by ads screened before and after.

- a) target b) banner c) point-of-sale

9 The good news about celebrity _____ is that companies can always sack the celebrity if he or she falls into disgrace.

- a) endorsement b) hoardings c) advertorials

10 Some internet service providers now use technology to track the web-surfing habits of their internet users to enable them to _____ advertising more tightly.

- a) target b) place c) pop-up