# EXPRESSION TO CLARIFY A POINT

**INSTRUCTIONS:** select the correct expression to clarify a point in the following sentences. Add the necessary punctuation to join the clause and the phrase together.

1. One way to increase brand awareness is to generate online advertising _____ social networking sites.

2. Brand recognition is a very important element of brand awareness _____ the consumer knows that a particular brand exists.

3. Brand recognition happens when a consumer is able to identify a certain product or service _____ by viewing the product's logo.

4. These brands have become well-known _____ they have replaced the common terms for similar products in our language.

5. You have to publish high-quality content _____ by creating valuable content to be introduced to new audiences.

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