

NAME: \_\_\_\_\_

1. Match the definitions to the words in the box. There are TWO EXTRA DEFINITIONS.

ad break appeal to be aimed at consumer launch product placement sample sponsor

- a person who buys goods or services for their own use \_\_\_\_\_
- to give money to someone to support an activity or event \_\_\_\_\_
- to interest or attract someone \_\_\_\_\_
- a way of advertising something by supplying it for use in films or TV programmes \_\_\_\_\_
- a short interruption of a TV or radio programme to broadcast advertisements \_\_\_\_\_
- an idea that you are certain is true \_\_\_\_\_
- a small amount of something that shows you what it is like \_\_\_\_\_
- to make something available for the first time \_\_\_\_\_
- to make something known to a particular group of people \_\_\_\_\_
- very unusual or noticeable in some way \_\_\_\_\_

2. Complete the sentences with words from Exercise 1.

- There is too much advertising on this channel, there's an \_\_\_\_\_ every three minutes.
- The company has arranged this event to celebrate the \_\_\_\_\_ of a new product.
- This company \_\_\_\_\_ the City Fun Run, which helps raise money for the local community.
- I think the advert needs to be \_\_\_\_\_ a younger age group.
- It's important to know what the \_\_\_\_\_ think of this ad campaign.
- Did you notice all the \_\_\_\_\_ in the film?
- We believe that this ad \_\_\_\_\_ children but not to their parents.
- Would you like to try a \_\_\_\_\_ from our new baking range?

3. Complete the sentences with a word from the box and an appropriate second word.

ecologically environmentally financially globally incredibly regularly scientifically well-

- It isn't \_\_\_\_\_ that taking a vitamin C pill every day prevents colds.
- If I get this job I can be \_\_\_\_\_ because it's a well-paid position.
- Katie loves wearing \_\_\_\_\_ brands of accessories such as Burberry and Chloe.
- We encourage students to cycle to school because it's \_\_\_\_\_.
- If you had made sure your computer was \_\_\_\_\_ it wouldn't have crashed.
- I try to eat a \_\_\_\_\_ diet but it's difficult when I'm travelling a lot.
- This is a new car which is \_\_\_\_\_ to run; it hardly uses any petrol at all.
- I like to be \_\_\_\_\_, so I take my own shopping bags when I go to the supermarket.

4. Match the type of conditional (0, 1, 2 or 3) to its correct use (A, B, C or D).

- |   |                    |          |  |
|---|--------------------|----------|--|
| 0 | Zero conditional   | <u>D</u> | A unlikely situations in the present/future                |
| 1 | First conditional  |          | B likely events in the future                              |
| 2 | Second conditional |          | C imaginary results of past situations that never happened |
| 3 | Third conditional  |          | D general truths   |

5. Now read the sentences (1–5) and write the type of conditional they are

- If that advert hadn't appeared on my web browser, I wouldn't have clicked on it. \_\_\_\_\_
- Many music festivals wouldn't take place if they weren't sponsored by big corporations. \_\_\_\_\_
- I'll buy it if I get paid tomorrow. \_\_\_\_\_
- If a football team wears a sponsored kit, millions of people see it. \_\_\_\_\_
- If you use this product regularly, you will have smooth, silky hair. \_\_\_\_\_

6. Look at the type of conditional (0, 1, 2 or 3) at the end of each sentence, then complete it with the correct form of the verbs in brackets.

- Sorry, I would have turned the music down if I had known you were trying to work. (turn, know) **3**
- When I \_\_\_\_\_ my cat, she \_\_\_\_\_ a loud purring sound. (stroke, make) **0**
- You \_\_\_\_\_ so much if you \_\_\_\_\_ all day looking at things to buy on your phone. (not want, not spend) **2**
- If I \_\_\_\_\_ her, I \_\_\_\_\_ her you're looking for her. (see, tell) **1**
- If that jacket \_\_\_\_\_ a bit cheaper, maybe I \_\_\_\_\_ it. (be, buy) **2**
- If \_\_\_\_\_ we that road, we \_\_\_\_\_ that amazing park. (not take, not discover) **3**

7. Choose the correct option to complete the sentences and write the type of conditional.

- If today was Sunday, I didn't have / wouldn't have to work. \_\_\_\_\_
- I hadn't bought / wouldn't have bought those trainers if they hadn't been on offer. \_\_\_\_\_
- I have a problem. If I see a new product, I want / wanted to buy it immediately. \_\_\_\_\_
- If we are / were not too busy next week, I'll give you a ring. \_\_\_\_\_
- How would you feel if your face appeared / appears in a TV ad? \_\_\_\_\_