



PASSIVE VOICE AND TENSES

- 0 That advert came out last year. It *was designed* (design) specifically for teenagers.
- 1 More and more online adverts \_\_\_\_\_ (create) all the time. In the future, everyone \_\_\_\_\_ (will / target) online individually by advertisers.
- 2 The advertising campaign \_\_\_\_\_ (develop) at the moment. When I left the meeting, a new idea \_\_\_\_\_ (shown) to the company manager.
- 3 In the early days of advertising, pictures and symbols \_\_\_\_\_ (use) because many people couldn't read. Today, pictures and symbols \_\_\_\_\_ (use) to represent the character of the company.
- 4 These boots \_\_\_\_\_ (give) a special waterproof treatment. They \_\_\_\_\_ (can / wear) in the rain.
- 5 Before 1836, adverts \_\_\_\_\_ (not print) in newspapers. Adverts \_\_\_\_\_ (have to / include) in newspapers now to reduce the price.
- 6 Papyrus, an early form of paper, \_\_\_\_\_ (use) by the Ancient Egyptians for advertising. Since then, millions of adverts \_\_\_\_\_ (design).
- 7 These trousers \_\_\_\_\_ (have to / dry-cleaned). They \_\_\_\_\_ (can't / wash) in the washing machine.
- 8 That advert is on the side of fifty buses. It \_\_\_\_\_ (read) by lots of people right now. It \_\_\_\_\_ (see) by hundreds of people every week.
- 9 That advert \_\_\_\_\_ (show) on television for the first time yesterday. It \_\_\_\_\_ (not show) before yesterday.
- 10 When I arrived at the meeting, the new advert \_\_\_\_\_ (discuss). When it's ready, it \_\_\_\_\_ (will / print) in sports magazines.