



# ADVERTISING



## 1. Go through the vocabulary and use your dictionary if necessary:

SLOGANS	FUNNY	SHOCKING	LEAFLET	SUCCESSFUL
EMPHASIS	AIDA	BILLBOARD	POSITIVE	BRAND
CATCHY TUNE	POSTER	PRIME TIME	COMMERCIAL BREAK	INSPIRING
VISUAL EFFECTS	POWERFUL	PROMOTE	TARGETGROUP	CELEBRITIES
INFORMATIONAL	GET ATTENTION	EYE-CATCHER	CONFUSING	NEGATIVE
EXAGGERATE	PERSUASIVE	ESSENTIAL	SPECIAL OFFER	COMPARE
CUSTOMERS	MISLEADING	PRODUCT	AMUSING	BAN
PROFIT	COMMERCIAL	PEAK TIME	CONTROVERSIAL	HUMOUR

## 2. Read the **marked words** from above to choose the correct word in the gaps:

- If you want to approach potential  you have to  their attention first.
- are often used in advertising such as "Think different" in APPLE adverts.
- time and peak time are the times when most people watch TV.
- To persuade the customers about the product, they often  its qualities.
- Famous brands often use  in their adverts as they can afford to pay them.
- is a printed, usually folded handbill or flier intended for free distribution.
- is a large board placed outdoors used for displaying advertisements.
- Many people really hate  breaks on TV and they change the channel.
- It is not only about visual effects, people just hum/sing the  used in commercials
- Often they try to get the interest of potential customers by special  . → **50% OFF**
- group is the consumer group most likely to buy a specific product identified by region, age or economic status.
- is the name of something that is made by a particular company.
- is a model used in Marketing. It means ATTENTION, INTEREST, DESIRE, ACTION



## 3. Find **ADJECTIVES** from above that can describe advertisements and commercials:

informational				
funny				