



# ADVERTISING



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

|                |               |             |                  |             |
|----------------|---------------|-------------|------------------|-------------|
| SLOGANS        | FUNNY         | SHOCKING    | LEAFTLET         | 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         |  |  |  |  |
|               |  |  |  |  |