

Shopping and Advertising



Match

product placement	commercial break	celebrity endorsement	word of mouth
brand awareness	advertising agency	brand loyalty	cold calling

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| | a) Product recognition |
| | b) Personal recommendation |
| | c) The tendency to always buy a particular product made by the same company. |
| | d) Trying to sell a product by making unsolicited sales calls. |
| | e) An advertising technique used to subtly promote a product by using it or mentioning it in a film or TV programme. |
| | f) An advertising technique that involves a well-known person using their fame to promote a product. |
| | g) A company that produces advertisements. |
| | h) A short interruption of a TV programme to broadcast advertisements. |

Use the phrases above to fill in the blanks.

- He didn't need to spend on advertising; the news of his most recent development **spread by** _____.
- This form of advertising may not increase sales directly but it **promotes** _____, which will boost its popularity.
- Companies should deliver quality products at a reasonable price to **build** _____.
- The history of _____ dates back to 1927. A Hershey's chocolate bar was not-so-subtly introduced into the narrative.

Write an appropriate verb in the correct form to fill in the blanks.

launch a product	make a profit	go bankrupt	break even
go on a shopping spree	shop until you drop	make ends meet	shop around
run out of cash	fall into debt	stick to a budget	put money away

- The American middle class is _____ deeper into debt to maintain their lifestyle.
- The company didn't sell enough units to _____ a profit this year but at least it managed to _____ even.
- Years of mismanagement caused the family business to _____ bankrupt.
- _____ ends meet is a struggle for most teenagers, who have trouble _____ to a budget and soon _____ out of cash.

5. She never _____ any money away and usually _____ on a shopping spree at the end of the month.
6. It is essential to define your target audience and know how to reach it before you _____ a product.
7. If you _____ until you drop, you do a large amount of shopping until you are physically tired.
8. To get the best deal you should _____ around on the internet.

Use the right word to fill in the blanks

stingy	tight	impoverished	affluent
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1. It is sadly unsurprising that 10 of the most _____ countries in the world are found in Africa.
2. She's very well-off but too _____ to give money to charity.
3. They live in a(n) _____ neighbourhood, where high-end cars and luxurious mansions are a common sight.
4. She has four kids and her husband has recently lost his job so money is very _____ at the moment.