

COMPLETE EACH SENTENCE WITH THE BEST WORD

1. If a baseball player \_\_\_\_\_ a product, they say how good it is in advertisements.  
persuades                                      launches                                      endorses
2. Billboards, those large signs used for advertising are often called \_\_\_\_\_ in British English.  
leaflets                                      slogans                                      hoardings
3. Manufacturers of toiletries and cosmetics frequently offer free \_\_\_\_\_ for customers to try out their new products.  
samples                                      commercials                                      posters
4. Advertising carried out at the place where a product is sold is called \_\_\_\_\_ advertising.  
public                                      point-of-sale                                      eye-catching
5. \_\_\_\_\_ of sports and arts events can be a very powerful method to do advertising.  
Research                                      Endorsement                                      Sponsorship
6. If you hear about a new product from a friend or relative this is called '\_\_\_\_\_  
advertising'.  
word-for-word                                      mouth-to-mouth                                      word-of-mouth
7. Outdoor advertising is growing rapidly due to the rising cost of TV \_\_\_\_\_.  
commercials                                      publicity                                      research
8. A \_\_\_\_\_ advertisement is one that causes a lot of public discussion and disagreement.  
viral                                      controversial                                      subliminal
9. 'Beanz Meanz Heinz' has become one of the most famous advertising \_\_\_\_\_ ever.  
slogans                                      banners                                      mailshots
10. The company was forced to redraw its advertisement because many people found it \_\_\_\_\_.  
acceptable                                      offensive                                      original