

The world of ads

1. Match the words with their meanings:

- Advertising Campaign
- Brand Awareness
- Call to Action (CTA)
- Impressions
- Demographics
- Media Planning
- Target Market
- Positioning
- Reach
- Unique Selling Proposition (USP)

- The factor or consideration presented by a seller as the reason that one product or service is different from and better than that of the competition.
- How a product is placed in a market. It refers to the consumer's perception of a product or service in relation to competitors.
- Statistical data relating to the population and particular groups within it.
- The process of selecting the optimal media platforms for a client's brand or product to use.
- A coordinated series of linked advertisements with a single idea or theme.
- A specific group of consumers at which a company aims its products and services.
- The number of times an advertisement is seen by potential customers.
- The total number of different people or households exposed, at least once, to an advertising medium during a given period.
- A statement designed to get an immediate response from the person reading or hearing it.
- The extent to which consumers are familiar with the distinctive qualities or image of a particular brand of goods or services.