GE8 UNIT 4 ADVERTISING 2

1. **Read and complete the text using the words in the box:**

slogans	social media	brand loyalty	target audience
electronic ads	advertising	pop-ups	hoardings
celebrity endorsement	advertisements	advertising campaigns	print media

In the world of _____, various tactics are employed to capture the attention of the _____and promote products effectively. From traditional _____ like magazines and newspapers to modern digital marketing strategies, the landscape of advertising is diverse and dynamic. _____ is a popular approach used to leverage the influence of well-known personalities to endorse products and build _____. Catchy short _____ and compelling adverts are the core of successful_____. In the digital realm, _____ and _____ on websites and _____ platforms such as Facebook and Instagram play a significant role in reaching a broader audience. Moreover, outdoor advertising through _____strategically placed in high-traffic areas can also make a lasting impact. Through a mix of traditional and innovative approaches, advertisers strive to create engaging _____that leave a lasting impression on consumers and drive success for their brands.

2. **Read and choose the correct answer:**

Milk, bread, and eggs are _____that are usually found at the top of the shopping list.

a. aisles **b.** essentials **c.** trolleys **d.** produce

The bakery section with freshly baked goods is always _____ for shoppers.

a. essential **b.** squash **c.** tempting **d.** deserve

The fruits and vegetables in the trolley got _____ under the weight of other items.

a. tempting **b.** tempting **c.** deserved **d.** squashed

The line at the _____ is moving slowly, giving shoppers time to browse the impulse items.

a. checkout **b.** section **c.** aisle **d.** trolley

The _____ of the supermarket were neatly organized, making it easy to find products.

a. essentials **b.** trolleys **c.** aisles **d.** resist

After a long day of work, I think I _____ a treat, so I'm going to buy myself a small luxury item.

a. resist **b.** tempting **c.** deserve **d.** produce

It can be challenging to _____ buying snacks displayed in attractive packaging.

a. tempting **b.** resist **c.** produce **d.** impulse

The _____ was filled with groceries for the week ahead.

a. dairy **b.** aisle **c.** section **d.** trolley

LIVEWORKSHEETS

If you're looking for glass cleaners, go to the _____ section on the right.

a. produce **b.** dairy **c.** chemist **d.** household and cleaning

The company launched a creative _____ to introduce their new brand to the market and attract potential customers."

a. advertisement **b.** exclusive image **c.** marketing campaign **d.** manufacture

With a focus on quality and elegance, the company aimed to establish itself as a global _____brand renowned for its exquisite products.

a. luxury **b.** exclusive image **c.** loyalty **d.** marketing

Our company decided to go into _____ with a trusted partner to launch their innovative product line.

a. manufacture **b.** business **c.** slogan **d.** advertise

The company chose to _____ their goods locally to ensure high quality and reduce production costs.

a. product **b.** marketing **c.** manufacture **d.** advertise

The picture, _____ by Sir John Everett Millais in 1886, shows his grandson.

a. was painted **b.** painting **c.** painted **d.** paint

The car _____ in Chicago was a vintage Porsche 911.

a. purchase **b.** purchased **c.** purchasing **d.** is purchased

3. ***Prepositions preceding nouns- Reflexive pronouns:*** *Read and complete the sentences with the appropriate words:*

I only bought this fancy dress because it was _____ sale.

The biggest house on the street is _____ sale now. The owner wants to move to another city.

Louis, your favorite sports car is _____ half price now. This special offer is _____ one week only, so we should decide if we really want to buy the car.

Do you know that this week you can get _____ _____ 30% off all the household and cleaning items?

We were amazed by the range of products _____ offer in this small convenient store.

Can you pack your things _____ or do you need help?

Babi and Cristo, stop playing with that trolley! You'll hurt _____.

We always treat _____ to a nice dessert at the weekend.

Anna doesn't need your help. She can do everything _____.

Most customers like to take their time and choose fruit and vegetables _____, so you don't have to do anything.

LIVEWORKSHEETS