

New and improved

Match the Definition with the Correct Word

_____ A person who buys goods or services for their own use.

_____ A short interruption of a television or radio programme to broadcast advertisements.

_____ To interest or attract someone.

_____ If information is directed at a particular group of people to influence or interest them.

_____ If a company makes a product or service available for the first time.

_____ A way of advertising a product by showing it in films or television programmes.

_____ A small amount of something that shows what it is like.

_____ To give money to support an activity, event, or organisation, sometimes as an advertisement.

- A) ad break
- B) appeal to
- C) be aimed at
- D) consumer
- E) launch
- F) product placement
- G) sample
- H) sponsor

Choose the correct answer.

1. The company decided to **(launch / sponsor)** a new energy drink next summer.
2. This advertisement seems to **(appeal to / be aimed at)** young adults who enjoy extreme sports.
3. Big companies often **(sponsor / launch)** sports teams to promote their brand.
4. The movie had a lot of **(product placement / ad breaks)**, showing famous brands in the background.
5. I always switch channels when there's an **(ad break / sample)** on TV.

6. Would you like to try a free **(sample / consumer)** of our new perfume?The advertisement
7. appears to **(be aimed at / appeal to)** children under 10.
8. A **(consumer / sponsor)** is someone who buys products or services for personal use.

Complete the sentences with words and phrases

(ad break, appeal to, be aimed at, consumer, launch, product placement, sample, sponsor)

1. The company will _____ its latest smartphone next month.
2. Would you like to try a free _____ of our new coffee?
3. This advertisement seems to _____ young people who love sports.
4. The price increase will affect every _____ who shops at this supermarket.
5. The football club is looking for a new _____ to help with funding.
6. The movie had a lot of _____ , showing well-known soda brands in the background.
7. I switched channels when the _____ started during my favorite show.
8. This new magazine will _____ teenagers who are interested in fashion.