

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.