

Advertising plays ____ important part in our everyday life. ____ average, people are exposed to over 1,000 adverts a day - ____ television, in newspapers, ____ the radio or in the streets. You may think you decide ____ what products you need, but advertisers know better. They shape our attitude ____ what we eat or drink.

Advertisements give a positive impression of ____ brand through images they use. ____ example, the images in sportswear adverts often stand ____ strength and success, whereas perfume ads suggest you will be irresistible to other people. The most successful brands are those which appeal ____ many different groups of people. ____ particular, products which have come from ____ USA have had huge success. Coca-cola, ____ example, is popular all over the world - over 7,000 Cokes are bought every second.