

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.