

LAUNCHING A SNACK CAMPAIGN

Read the text and choose the correct word.

This year, a well-known food company decided to (1) _____ a product called "Crunch Bites," aimed at health-conscious teens. Before releasing it, they worked with a team to (2) _____ a colorful label that would make the packaging attractive and fun.

To understand what their market wanted in a snack, the company hired professionals to (3) _____ market research across several cities. Based on the results, the marketing team decided to (4) _____ health-conscious teenagers using social media influencers and sports events.

The launch was a success. The company went on to (5) _____ a campaign to raise awareness about the product and increase sales across Europe. Two months after the launch, they were proud to (6) _____ an award for innovation in healthy food branding.

Later, they saw a gap in the market and decided to (7) _____ a fitness app that helps young people keep track of their eating. In addition, they (8) _____ some university students with an opportunity to participate in a nationwide survey to gather more information about healthy eating.

This company plans to (9) _____ a new product later this year: a digital assistant called "SnackSmart" that offers healthy snack ideas. For their next product, junior marketers were challenged to (10) _____ a product and present their ideas to a panel of industry experts.

