

# Advertising & Selling

Vocabulary Worksheet · B1+ Level



Name: \_\_\_\_\_ Date: \_\_\_\_\_ Score: \_\_\_\_\_ / 20

## WORD BANK

endorse

flyer

free sample

freebie

influencer

launch a marketing campaign

leaflet

logo

make cold calls

manipulate

pop-up

product placement

promote

slogan

word-of-mouth publicity

A

## Unscramble the words

Rearrange the letters to find the correct vocabulary word. Use the clue to help you.

#	SCRAMBLED WORD	CLUE	ANSWER
1	LYFER	A small printed paper handed out on the street to advertise something.	.....
2	GOLANS	A short, catchy phrase a brand uses so people remember it easily.	.....
3	ORENDES	When a celebrity publicly supports or recommends a product.	.....
4	UPOP - P	An annoying ad that suddenly appears on your screen, or a temporary store.	.....
5	GOLO	A graphic symbol that represents a company or brand.	.....
6	EBIEFRE	Something you get for free, usually as a gift or reward from a company.	.....
7	TAFELEL	An informative sheet of paper, often about health, recycling, or events.	.....
8	MOTEROP	To publicise an event or product so more people know about it.	.....
9	ENPULITAM A	To control or influence someone in a clever or unfair way.	.....
10	CINFLUREEN	A person with many followers online who affects what people buy.	.....

Tip: For Section B, choose from the Word Bank above. Each word is used only once. Be careful — there are extra words!

## B

## Fill in the gaps

Complete each sentence with the correct word or phrase from the Word Bank.

#	SENTENCE	ANSWER
11	At the supermarket, a lady was giving out a _____ of the new chocolate so everyone could taste it before buying.	.....
12	That new taco place became super famous through _____ — nobody saw an ad; friends just kept telling friends how great it was.	.....
13	I hate it when companies _____ during dinner — random strangers calling to sell you things is so annoying.	.....
14	Did you notice the character in the series was always drinking the same soda? That's _____ — the brand pays the producers for it.	.....
15	The clothing brand is about to _____ with billboards, TikTok ads, and partnerships with creators.	.....
16	That famous athlete agreed to _____ the new trainers — now you see her face on every ad for them.	.....
17	Someone left a _____ on every car windshield in the car park advertising a two-for-one pizza deal.	.....
18	Nike's _____ — "Just Do It" — is one of the most recognised phrases in advertising history.	.....
19	Be careful — some ads are designed to _____ you into buying things you don't really need.	.....
20	A _____ ad suddenly appeared on my phone screen while I was watching a video — I accidentally clicked on it!	.....

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