

Unit 9: Word Formation (Set B)

TASKS (20 UNIQUE ITEMS)

1. A viral _____ spreads through social sharing.
2. An _____ appeal often works better than facts.
3. Some _____ ads are almost invisible to the eye.
4. Critics say that certain _____ are manipulative.
5. Searching for _____ messages in ads is popular.
6. Gaining consumer _____ is hard but worth it.
7. A catchy _____ stays in the consumer's mind.
8. Digital _____ is replacing traditional paper ads.
9. Using _____ language is the core of advertising.
10. Good public _____ can save a company's image.
11. Brand _____ is high for the most famous logos.
12. Celebrity _____ is a classic marketing strategy.
13. The _____ effect makes people want what others have.
14. The use of product _____ in movies is growing.
15. Market _____ helps to understand what people want.
16. The _____ impact of an ad is its most vital part.
17. A creative marketing _____ can double sales.
18. Having a _____ advantage is key to survival.
19. Identifying the target _____ is the first step.
20. Customer _____ programs reward repeat buyers.

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SOLUTION KEY

1. campaign
2. emotional
3. subliminal
4. techniques
5. hidden
6. trust
7. slogan
8. advertising
9. persuasive
10. relations
11. recognition
12. endorsement
13. bandwagon
14. placement
15. research
16. visual
17. strategy
18. competitive
19. audience
20. loyalty