

## Unit 9: Advertising: Open Gap Fill (Set B)

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### TASKS (20 Items)

1. One should never forget that Competitive \_\_\_\_\_. defines the context here.
2. One should never forget that Loyalty \_\_\_\_\_. defines the context here.
3. One should never forget that Manipulative \_\_\_\_\_. defines the context here.
4. One should never forget that Subliminal \_\_\_\_\_. defines the context here.
5. One should never forget that Hidden \_\_\_\_\_. defines the context here.
6. One should never forget that Public \_\_\_\_\_. defines the context here.
7. One should never forget that Market \_\_\_\_\_. defines the context here.
8. One should never forget that Consumer \_\_\_\_\_. defines the context here.
9. One should never forget that Digital \_\_\_\_\_. defines the context here.
10. One should never forget that Visual \_\_\_\_\_. defines the context here.
11. One should never forget that The \_\_\_\_\_ effect. defines the context here.
12. One should never forget that Persuasive \_\_\_\_\_. defines the context here.
13. One should never forget that A viral \_\_\_\_\_. defines the context here.
14. One should never forget that Marketing \_\_\_\_\_. defines the context here.
15. One should never forget that Brand \_\_\_\_\_. defines the context here.
16. One should never forget that Target \_\_\_\_\_. defines the context here.
17. One should never forget that Emotional \_\_\_\_\_. defines the context here.
18. One should never forget that Product \_\_\_\_\_. defines the context here.
19. One should never forget that Celebrity \_\_\_\_\_. defines the context here.
20. One should never forget that A catchy \_\_\_\_\_. defines the context here.

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### SOLUTION KEY

1. advantage
2. programs
3. techniques
4. ads
5. messages
6. relations
7. research
8. trust
9. billboards
10. impact
11. bandwagon
12. language
13. campaign
14. strategy
15. recognition
16. audience
17. appeal
18. placement
19. endorsement
20. slogan