

Unit 9: Advertising: Open Gap Fill (B)

TASKS (20 Items)

1. It is known that competitive _____. is common.
2. It is known that loyalty _____. is common.
3. It is known that manipulative _____. is common.
4. It is known that subliminal _____. is common.
5. It is known that hidden _____. is common.
6. It is known that public _____. is common.
7. It is known that market _____. is common.
8. It is known that consumer _____. is common.
9. It is known that digital _____. is common.
10. It is known that visual _____. is common.
11. It is known that the _____ effect. is common.
12. It is known that persuasive _____. is common.
13. It is known that a viral _____. is common.
14. It is known that marketing _____. is common.
15. It is known that brand _____. is common.
16. It is known that target _____. is common.
17. It is known that emotional _____. is common.
18. It is known that product _____. is common.
19. It is known that celebrity _____. is common.
20. It is known that a catchy _____. is common.

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SOLUTION KEY

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