

Unit 9: Word Formation (Set A)

TASKS (20 UNIQUE ITEMS)

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

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SOLUTION KEY

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