

Unit 9: Advertising: Open Gap Fill (A)

TASKS (20 Items)

1. A catchy _____ stays in the mind.
2. Celebrity _____ is effective.
3. Product _____ in movies.
4. An _____ appeal works well.
5. Finding the target _____.
6. Brand _____ is important.
7. A marketing _____ to increase sales.
8. A viral _____ on social media.
9. Using _____ language in ads.
10. The _____ effect makes it popular.
11. The _____ impact of the ad.
12. Digital _____ is everywhere.
13. Gaining consumer _____.
14. Market _____ is necessary.
15. Public _____ is a career.
16. Searching for _____ messages.
17. Subliminal _____ is controversial.
18. Certain _____ are manipulative.
19. Customer _____ programs.
20. A _____ advantage in business.

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SOLUTION KEY

1. slogan
2. endorse
3. placement
4. emotion
5. audio
6. recognize
7. strategy
8. campaign
9. persuade
10. wagon
11. vision
12. advert
13. trust
14. search
15. relate
16. hide
17. ad
18. technique
19. loyal
20. compete