

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

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