

## **Unit 09: Word Formation (Marketing) - SOLUTION KEY**

### **CORRECT ANSWERS (Numbered)**

1. advertising
2. placement
3. memorable
4. endorsement
5. recognition
6. persuasion
7. consumer
8. campaign
9. slogan
10. branding
11. target
12. audience
13. psychology
14. manipulation
15. strategy
16. loyalty
17. segmentation
18. emotional
19. visual
20. impact