

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

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### 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