

Unit 9: Advertising: Open Gap Fill (B)

TASKS (20 Items)

1. It is known that a _____ advantage in business.
2. It is known that customer _____ programs.
3. It is known that certain _____ are manipulative.
4. It is known that subliminal _____ is controversial.
5. It is known that searching for _____ messages.
6. It is known that public _____ is a career.
7. It is known that market _____ is necessary.
8. It is known that gaining consumer _____.
9. It is known that digital _____ is everywhere.
10. It is known that the _____ impact of the ad.
11. It is known that the _____ effect makes it popular.
12. It is known that using _____ language in ads.
13. It is known that a viral _____ on social media.
14. It is known that a marketing _____ to increase sales.
15. It is known that brand _____ is important.
16. It is known that finding the target _____.
17. It is known that an _____ appeal works well.
18. It is known that product _____ in movies.
19. It is known that celebrity _____ is effective.
20. It is known that a catchy _____ stays in the mind.

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SOLUTION KEY

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