

Unit 9: Advertising: Open Gap Fill (A)

TASKS (20 Items)

1. A catchy _____.
2. Celebrity _____.
3. Product _____.
4. Emotional _____.
5. Target _____.
6. Brand _____.
7. Marketing _____.
8. A viral _____.
9. Persuasive _____.
10. The _____ effect.
11. Visual _____.
12. Digital _____.
13. Consumer _____.
14. Market _____.
15. Public _____.
16. Hidden _____.
17. Subliminal _____.
18. Manipulative _____.
19. Loyalty _____.
20. Competitive _____.

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SOLUTION KEY

1. slogan
2. endorsement
3. placement
4. appeal
5. audience
6. recognition
7. strategy
8. campaign
9. language
10. bandwagon
11. impact
12. advertising
13. trust
14. research
15. relations
16. messages
17. ads
18. techniques
19. programs
20. advantage