

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

TASKS (20 Items)

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

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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. billboards
13. trust
14. research
15. relations
16. messages
17. ads
18. techniques
19. programs
20. advantage