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| Terms (POS) | Meaning | Sentence |
| Advertising agency (n) | A business enterprise dedicated to creating. | They've employed an advertising agency to spruce up the company image. |
| Brand loyalty (n) | the tendency of some consumers to continue buying the same brand of goods rather than competing brands. | Consumers are fickle and brand loyalty is declining. |
| Catalogue (n) | a complete list of items, typically one in alphabetical or other systematic order. | A catalogue of his library was printed in 1813. |
| Cold-calling (n) | solicitation by phone or telemarketing | Never do business with someone cold-calling. |
| Drum up (v) | try to obtain support or business by means of vigorous persuasion. | They were trying to drum up new business. |
| Jingle (n) | A catchy, often musical advertising slogan. | He heard the pennies jingle in his pocket. |
| Logo (n) | A symbol or design that identifies a brand. | Her logo was painted on a white awning above the shop, the word Chanel in black lettering. |
| Metaphorical (adj) | The definition of metaphorical is a description of something using an implied comparison, not a literal comparison. | Of course, there is a vast difference between expression lines and wrinkles, however metaphorical it might be. |
| Modernistic (adj) | designed in a way that is obviously modern: The new airport has a very modernistic appearance. | I use simplistic forms creating a mechanical elegance that embraces modernism . |
| Niche Market (n) | A relatively small and specialist, yet profitable, market. | The small or niche market has been responsible for many people making a nice profit from the Internet. |
| On sale (n) | the November issue is on sale now | A range of official Disney merchandise was on sale. |
| Panic (n) | A person or thing considered extremely humorous or entertaining. | In a panic I began to crawl toward the front door. |
| Patrons (n) | a person who gives financial or other support to a person, organization, cause, or activity. | On his arrival in Armenia he found that his patrons were both dead. |
| Placard (n) | A sign or notice for display in a public place. | Or make a small placard to sit near a bowl of cutters. |
| Plugging (v) | Present participle of plug. | By plugging in channel modules, users can create a tangible composition. |
| Pop-up (adj) | Rising to form a three-dimensional structure when a page is opened. | He knows you can pop up anywhere, geographically; you've proved that to him. |
| Press kit (n) | An assortment of publicity releases, information sheets, etc. for distribution to newspeople. | The photographs were declassified and distributed as part of the press kit. |
| Prime time (n) | The hours when the largest audience is regularly available; esp., the evening hours. | Ali G hot in the US - 20/01/04 Sacha Baron Cohen aka Ali G is to land a prime-time slot on US television. |
| Product placement (n) | The insertion of a product or of a brand name into a mass-media product, such as a television show, movie, song, or book, as a method of advertising. | One of the most used forms of movie advertising is product placement. |
| Product Review (n) | a report in a newspaper, magazine, or programme | The downsides are the lack of product reviews and specific prices. |