

Vocabulary: Advertising

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| | to call someone with the aim of selling something without them asking you to do so |
| | to put an advert somewhere |
| | to display adverts on TV |
| | the degree to which people continue to buy from the same brand or company |
| | a company that creates adverts for other companies |
| | recommendations made by individuals to other individuals about a product or service |
| | how well people know a particular brand |
| | to have a well-known person promote a product |
| | the people a company want to sell their product or service to |
| | unwanted promotional leaflets and letters |
| | a product that is aimed at a distinct group of people |
| | something that encourages someone to take a particular action, such as making a purchase or clicking a link on a website |
| | to quickly become extremely popular on the Internet through social media |
| | the amount of money a company decides to spend on advertising |
| | to advertise a product by using it as a prop in a TV show or film |
| | the short period during TV programs when advertisements are shown |
| | small advertisements often put in a newspaper or magazine by individuals |
| | to introduce a new product |
| | a page specifically used to promote a product or service |
| | the time during the viewing schedule when most people watch TV or listen to a broadcast |
| | TV channels that make money from showing advertisements |