

## Vocabulary: Advertising

	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