



ADVERTISING

Match The Columns

Match the advertising terms with their definitions.

- | | |
|-----------------------|--|
| 1. Slogan | A series of coordinated marketing messages. |
| 2. Target Audience | A symbol or design that represents a company. |
| 3. Brand | A catchy phrase or statement that is easy to remember. |
| 4. Endorsement | An advertisement broadcast on TV or radio. |
| 5. Commercial | A large outdoor board for displaying advertisements. |
| 6. Billboard | The group of people that an advertisement is aimed at. |
| 7. Jingle | A public recommendation of a product by a celebrity. |
| 8. Logo | The inclusion of a product in movies or TV shows. |
| 9. Marketing Campaign | The name of a product or company. |
| 10. Product Placement | A short, memorable tune used in advertising. |

Reading Comprehension

Read the following passage and answer the questions.

Passage: "Advertising is a crucial part of modern business. It helps companies to promote their products and reach new customers. There are many forms of advertising, including TV commercials, online ads, and billboards. A successful advertisement often includes a memorable slogan, a catchy jingle, and a clear message about the benefits of the product. Companies also use endorsements from celebrities to enhance their brand's image and attract more consumers."

Questions:

1. Why is advertising important for businesses?

2. What are some common forms of advertising mentioned in the passage?

3. What elements make an advertisement successful?

4. How do companies use celebrities in their advertisements?

Fill-in-the-Gaps - Advertising Vocabulary

Fill in the blanks with the correct advertising terms from the box below.

slogan	target audience	brand	endorsement	commercial
billboard	jingle	logo	marketing campaign	product placement

1. The company's new _____ features a catchy tune that customers can easily remember.
2. Our _____ for the summer sale will be launched next week.
3. The _____ for this product is mainly young adults aged 18-25.
4. The _____ on the highway advertises the latest smartphone.
5. Many people recognize the _____ of the sportswear company.
6. The actress gave an _____ for the skincare product.
7. The _____ of the new cereal is "Start Your Day Right!"
8. They used _____ in the movie to show the brand of the car.
9. The new TV _____ will air during prime time.
10. The company's _____ is well-known for its quality and reliability.

Writing Activity - Create an Advertisement

Instructions: Imagine you are creating an advertisement for a new product. Write a short paragraph that includes the following elements:

- A catchy slogan
- A description of the product
- The target audience
- Why people should buy the product

Teacher's Key

Match The Columns

Match the advertising terms with their definitions.

- | | |
|-----------------------|---|
| 1. Slogan | a. A catchy phrase or statement that is easy to remember. |
| 2. Target Audience | b. The group of people that an advertisement is aimed at. |
| 3. Brand | c. The name of a product or company. |
| 4. Endorsement | d. A public recommendation of a product by a celebrity. |
| 5. Commercial | e. An advertisement broadcast on TV or radio. |
| 6. Billboard | f. A large outdoor board for displaying advertisements. |
| 7. Jingle | g. A short, memorable tune used in advertising. |
| 8. Logo | h. A symbol or design that represents a company. |
| 9. Marketing Campaign | i. A series of coordinated marketing messages. |
| 10. Product Placement | j. The inclusion of a product in movies or TV shows. |

Reading Comprehension

Read the following passage and answer the questions.

Passage: "Advertising is a crucial part of modern business. It helps companies to promote their products and reach new customers. There are many forms of advertising, including TV commercials, online ads, and billboards. A successful advertisement often includes a memorable slogan, a catchy jingle, and a clear message about the benefits of the product. Companies also use endorsements from celebrities to enhance their brand's image and attract more consumers."

Questions:

1. Why is advertising important for businesses?
Advertising is important because it helps companies to promote their products and reach new customers.
2. What are some common forms of advertising mentioned in the passage?
Common forms of advertising mentioned include TV commercials, online ads, and billboards.
3. What elements make an advertisement successful?
A successful advertisement includes a memorable slogan, a catchy jingle, and a clear message about the benefits of the product.
4. How do companies use celebrities in their advertisements?
Companies use endorsements from celebrities to enhance their brand's image and attract more consumers.

Fill-in-the-Gaps - Advertising Vocabulary

Fill in the blanks with the correct advertising terms from the box below.

slogan	target audience	brand	endorsement	commercial
billboard	jingle	logo	marketing campaign	product placement

1. The company's new ***jingle*** features a catchy tune that customers can easily remember.
2. Our ***marketing campaign*** for the summer sale will be launched next week.
3. The ***target audience*** for this product is mainly young adults aged 18-25.
4. The ***billboard*** on the highway advertises the latest smartphone.
5. Many people recognize the ***logo*** of the sportswear company.
6. The actress gave an ***endorsement*** for the skincare product.
7. The ***slogan*** of the new cereal is "Start Your Day Right!"
8. They used ***product placement*** in the movie to show the brand of the car.
9. The new TV ***commercial*** will air during prime time.
10. The company's ***brand*** is well-known for its quality and reliability.

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Example

Slogan: "Freshness in Every Sip!"

Paragraph: Our new fruit juice, "Fruit Bliss," is made from 100% natural ingredients, offering a refreshing and healthy choice for your daily routine. Aimed at health-conscious adults and busy professionals, this drink provides a burst of energy and essential vitamins. With no added sugars or preservatives, "Fruit Bliss" is the perfect way to start your day. Try it now and taste the difference – "Freshness in Every Sip!"