



FEELINGS & EMOTIONS

Words that you should be familiar with and know how to use it in a sentence.

Match the Columns.

A product that is sold with a store or company name on it	budget <i>[for something]</i>
A big, outdoor board with large advertisements	poster
Decide how much you can afford to spend on different things	billboard
The place in a retail store where you pay for your goods	circulation
A large picture with information posted in a public place	house brand
A count of how many customers will be reached	point of sale

agent	agency	budget	campaign
slot	rate	poster	consultant
brand	market share	marketing	point of sale
target	market leader	house brand	logo expenses
billboard	market research	brand loyalty	commercial
product	prime time	circulation	advertisement
advertising	classified ads	double-page ad	

Idioms - Feelings and Emotions

1. Go viral - To become very popular very quickly
2. Bank on - Base one's hopes or confidence on something
3. Up for sale - Made available to be purchased
4. In the pipeline - In the process of being planned or developed.
5. In the long run - Over or after a long period
6. Close a/the sale - Close the deal
7. Word-of-mouth marketing - Anyways that people talk about your brand, products, or services in dialogue with others
8. Deliver the Goods - Provide what is expected

Teacher's Key

Decide how much you can afford to spend on different things	budget <i>[for something]</i>
A large picture with information posted in a public place	poster
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A product that is sold with a store or company name on it	house brand
The place in a retail store where you pay for your goods	point of sale