



WHAT'S THE WORD

Advertising

Choose a word from the word bank and complete the sentences.

Brochures	Pay per click ads	Word of mouth	
Radio ads	Podcast Ads	TV ads	Billboards
Social media ads	Influencer marketing		
Internet pop-ups	Fliers	Video advertising	

What Am I?

1. I am cheap and small. People stand on street corners and give me to passersby.
2. I can be boring, creative, informative, and sometimes not exactly truthful. I interrupt my audience when they do not want to be interrupted. I am also very expensive.
3. I am huge because I want everyone who drives past me, to see me.
4. I rely on the host to read something about me to the audience. I am pretty reliable because the host will not lie about me.
5. I am very irritating. Users dislike me. But I create a lot of revenue for the internet giants.
6. I am colorful and free. I am often displayed on desks, tables, and shelves. Customers can take me if they are interested in the product.
7. I am very popular. The viewers like me and they can trust me. I build confidence and when they watch me, they learn a lot more about the product.
8. Nobody can see me, but they can hear me.
9. I am the best form of advertising. The most reliable as well. I am 100% free and cost the advertiser nothing.
10. You only pay for what consumers click on, so you can call me a "click."
11. Everyone sees me between 5000-10000 times a day.
12. I rely on famous and important people to advertise me.

Teacher's Key

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|----------------------|--------------------------|
| 1. Fliers | 2. TV ads |
| 3. Billboards | 4. Podcast Ads |
| 5. Internet pop-ups | 6. Brochures |
| 7. Video advertising | 8. Radio ads |
| 9. Word of mouth | 10. Pay-per-click ads |
| 11. Social media ads | 12. Influencer marketing |

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