



FIND & DISCUSS

Advertising

Pair Work

1. Complete the words in the block below and find them in the grid.
2. Challenge your partner to see who can finish first.
3. Use the words, together with the 5 x “Wh” words to start a mini conversation with your partner.

Tar__t au__nce (14) Bi__ b__rds (10) Fl__rs (6)
 Po__-u__s (6) Com__c__als (11)
 Cla__fi__d __ds (13) Br__c__u__s (9) N__on s__ns (9)
 B__nn__s (7) Cou__ns (7)

	C	S	D	A	D	E	I	F	I	S	S	A	L	C	
	W	A	S	E	R	U	H	C	O	R	B	F	A	B	
	E	F	L	W	A	B	S	E	I	S	L	I	C	W	
	C	O	P	L	S	N	L	B	O	D	P	B	L	S	
	A	B	S	P	O	U	C	E	L	R	I	S	E	N	
	E	W	O	P	S	R	E	N	N	A	B	P	A	G	
	L	I	U	O	U	S	P	U	P	O	P	O	C	I	
	F	O	P	C	S	W	A	C	A	B	A	F	L	S	
	C	O	M	M	E	R	C	I	A	L	S	B	E	N	
	B	L	I	A	O	S	R	E	I	L	F	O	F	O	
	T	A	R	G	E	T	A	U	D	I	E	N	C	E	
	B	C	E	L	C	A	W	B	E	B	F	E	A	N	

Teacher's Key

Target audience

Billboards

Fliers

Pop-ups

Commercials

Classified ads

Brochures

Neon signs

Banners

Coupons

		S	D	A	D	E	I	F	I	S	S	A	L	C	
			S	E	R	U	H	C	O	R	B				
							S			S					
						N				D				S	
					O					R				N	
				P	S	R	E	N	N	A	B			G	
			U			S	P	U	P	O	P			I	
		O								B				S	
	C	O	M	M	E	R	C	I	A	L	S			N	
						S	R	E	I	L	F			O	
	T	A	R	G	E	T	A	U	D	I	E	N	C	E	
										B				N	