



ADVERTISING

Present Simple vs. Present Continuous

Complete the sentences with the correct form of the verb in brackets:

1. Our company _____ (advertise) a new product on TV next month.
2. The marketing team _____ (research) consumer behavior at the moment.
3. We _____ (not/use) social media to promote our brand.
4. The advertisement _____ (appear) in the newspaper every day.
5. Our competitor _____ (launch) a new campaign next week.
6. We _____ (create) engaging content for our website.
7. The commercial _____ (air) during prime-time TV.
8. The company _____ (invest) a lot in online advertising.
9. The billboard _____ (display) our message to thousands of people.
10. The advertising agency _____ (work) on a new project.

Passive Voice

Complete the sentences with the correct passive form of the verb in brackets:

1. The new product _____ (advertise) on social media.
2. The commercial _____ (record) last week.
3. The advertisement _____ (design) by a famous artist.
4. The marketing campaign _____ (launch) next quarter.
5. The billboard _____ (put) up yesterday.
6. The company's message _____ (deliver) through various channels.
7. The product _____ (test) by a focus group.
8. The advertising budget _____ (increase) this year.
9. The website _____ (update) regularly.
10. The promotion _____ (offer) to loyal customers.

Conditional Sentences

Complete the sentences with the correct form of the verb in brackets:

1. If we _____ (increase) our advertising budget, we would reach more customers.
2. If the commercial _____ (air) during prime-time TV, it would be more effective.
3. If we _____ (not/use) social media, we would lose sales.
4. If the company _____ (launch) a new campaign, it would boost sales.
5. If the advertisement _____ (appear) in the newspaper, it would reach a wider audience.
6. If we _____ (create) engaging content, we would attract more visitors.
7. If the marketing team _____ (research) consumer behavior, we would understand our audience better.
8. If the competitor _____ (not/launch) a new campaign, we would gain market share.
9. If the billboard _____ (display) our message, it would grab attention.
10. If the advertising agency _____ (work) on a new project, it would be exciting.

Past Simple vs Present Perfect

Complete the sentences with the correct form of the verb in brackets:

1. We _____ (launch) our new campaign last quarter.
2. The company _____ (advertise) on social media since 2018.
3. The marketing team _____ (research) consumer behavior for months.
4. Our competitor _____ (introduce) a new product last year.
5. We _____ (not/use) print advertising for years.
6. The advertisement _____ (appear) in the newspaper yesterday.
7. The company _____ (increase) its advertising budget recently.
8. The commercial _____ (air) during prime-time TV last night.
9. We _____ (create) engaging content for our website since its launch.
10. The billboard _____ (display) our message for weeks.

Find The Errors

Find the errors in the following sentences:

1. The company advertises they new product on TV.
2. The advertisement appeared in the newspaper yesterday.
3. We lauched our new campaign last quarter.
4. The marketing team researchs consumer behavior.
5. Our competitor introduce a new product last year.
6. We dont use print advertising anymore.
7. The commercial aired during primetime TV.
8. The company increassed its advertising budget recently.
9. We created engaging content for our website since it's launch.
10. The billboard displays our message for week's.

A, An, Some, Any, The

Complete the sentences with the correct article or determiner:

1. We need to create _____ engaging content for our website.
2. The company is looking for _____ advertising agency to work with.
3. There is _____ advertisement on the billboard.
4. We don't have _____ budget for print advertising.
5. The marketing team is researching _____ consumer behavior.
6. We need to reach _____ wider audience.
7. The commercial is airing during _____ prime-time TV.
8. The company has _____ reputation for innovative advertising.
9. We need to create _____ effective marketing campaign.
10. There is _____ error in the advertisement.

Teacher's Key

Present Simple vs. Present Continuous

Complete the sentences with the correct form of the verb in brackets:

1. Our company **will advertise** a new product on TV next month.
2. The marketing team **is researching** consumer behavior at the moment.
3. We **don't use** social media to promote our brand.
4. The advertisement **appears** in the newspaper every day.
5. Our competitor **will launch** a new campaign next week.
6. We **create** engaging content for our website.
7. The commercial **airs** during prime-time TV.
8. The company **invests** a lot in online advertising.
9. The billboard **displays** our message to thousands of people.
10. The advertising agency **is working** on a new project.

Passive Voice

Complete the sentences with the correct passive form of the verb in brackets:

1. The new product **is being advertised** on social media.
2. The commercial **was recorded** last week.
3. The advertisement **was designed** by a famous artist.
4. The marketing campaign **will be launched** next quarter.
5. The billboard **was put** up yesterday.
6. The company's message **is delivered** through various channels.
7. The product **was tested** by a focus group.
8. The advertising budget **has been increased** this year.
9. The website **is updated** regularly.
10. The promotion **is being offered** to loyal customers.

Conditional Sentences

Complete the sentences with the correct form of the verb in brackets:

1. If we **increased** our advertising budget, we would reach more customers.
2. If the commercial **aired** during prime-time TV, it would be more effective.
3. If we **didn't use** social media, we would lose sales.
4. If the company **launched** a new campaign, it would boost sales.
5. If the advertisement **appeared** in the newspaper, it would reach a wider audience.
6. If we **created** engaging content, we would attract more visitors.
7. If the marketing team **researched** consumer behavior, we would understand our audience better.
8. If the competitor **didn't launch** a new campaign, we would gain market share.
9. If the billboard **displayed** our message, it would grab attention.
10. If the advertising agency **worked** on a new project, it would be exciting.

Past Simple vs Present Perfect

Complete the sentences with the correct form of the verb in brackets:

1. We **launched** our new campaign last quarter.
2. The company **has advertised** on social media since 2018.
3. The marketing team **has been researching** consumer behavior for months.
4. Our competitor **introduced** a new product last year.
5. We **haven't used** print advertising for years.
6. The advertisement **appeared** in the newspaper yesterday.
7. The company **has increased** its advertising budget recently.
8. The commercial **aired** during prime-time TV last night.
9. We **have created** engaging content for our website since its launch.
10. The billboard **has displayed** our message for weeks.

Find The Errors

Find the errors in the following sentences:

1. The company advertises **its** new product on TV.
2. The advertisement **appeared** in the newspaper yesterday.
3. We **launched** our new campaign last quarter.
4. The marketing team **researches** consumer behavior.
5. Our competitor **introduced** a new product last year.
6. We **don't** use print advertising anymore.
7. The commercial aired during prime-time TV. **Correct**
8. The company **increased** its advertising budget recently.
9. We created engaging content for our website since **its** launch.
10. The billboard displays our message for **weeks**.

A, An, Some, Any, The

Complete the sentences with the correct article or determiner:

1. We need to create **some** engaging content for our website.
2. The company is looking for **an** advertising agency to work with.
3. There is **an** advertisement on the billboard.
4. We don't have **any** budget for print advertising.
5. The marketing team is researching **some** consumer behavior.
6. We need to reach **a** wider audience.
7. The commercial is airing during **the** prime-time TV.
8. The company has **a** reputation for innovative advertising.
9. We need to create **an** effective marketing campaign.
10. There is **an** error in the advertisement.