



# QUICK-THINK VOCAB

Any words you can think of related to

## *Advertising*

**Example:** L - large print, layout, leaflet, local advertising, etc.



**B -**

**S -**

**C -**

**A -**

**M -**

**P -**

**T -**



### **Take turns to ask and answer these questions.**

1. What is your favorite ad on TV? Why do you like it?
2. Which ad is the most irritating? Why don't you like it?
3. Which ad has the most beautiful people?
4. Are there any ads on YouTube that you like?
5. Which online ads do you dislike the most?

## Teacher's Guide

**B** - billboards, blow-up, booklet, brand image, broadcasting, brochure **S**  
- sales incentive, shop display, shop window, short, sketch, slogan,  
sponsor, sponsorship, spot, subscriber

**C** - campaign briefing, circulation, classified ads, close-up, column,  
commercial, commercial break, complimentary copy, consumer  
promotion, corporate advertising, creativity

**A** - advertising to sales ratio, announcement (press release), audience,  
audience composition, average audience, average circulation

**M** - magazine circulation, market coverage, mass advertising, mass  
communication, media buying, media buying agency, media planning,  
mural advertising

**P** - pay-off, peak time, point of purchase advertising (POPA), popularity  
rating (audience), poster, press release, to promote, promotion,  
promotional campaign, publisher, publishing

**T** - tabloid, tailor-made promotion, target group, television audience  
measurement (TAM), test campaign, testimonial, throwaway (flier), trade  
magazine, transport advertising, TV network, TV spot - commercial