

Advertising key words

Match the marketing term to the correct definition.

1. Commercials	a) a catchy phrase that identifies a product or company
2. Point-of-sale	b) the primary group of people that a product or service is aimed at
3. Target audience	c) written text
4. Billboard/hoarding	d) advertisements shown during breaks in TV programmes
5. Celebrity endorsement	e) excessive publicity, often exaggerated and misleading
6. Launch	f) large outdoor advertising board usually found in high-volume traffic areas
7. Word-of-mouth	g) when a product is used or talked about in a film, TV programme or other media source
8. Slogan	h) introducing a new product or service onto the marketplace
9. Logo	i) the use of a well-known public figure to commend a product or service
10. Free samples (freebies)	j) informal communication by email, text message or speech from one person to another; a form of viral marketing
11. Hype	k) examples of a product or service allowing the consumer to try before buying
12. Copy	l) to avoid dealing with something properly
13. Buzz	m) a symbol, emblem or graphic device relating to a company or product
14. Gloss over	n) anticipation and excitement about a product that reinforces the original marketing message
15. Product placement	o) the place where goods or services are purchased

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Now use the key terms to fill in the blanks in the following sentences.

1. JCDecaux is a company that creates out-of-home advertising including _____.
2. Some products, especially food and beauty items, are available as _____ to try to entice customers to buy them when they come on the market.
3. Advertising companies spend a lot of time and money creating memorable _____ that represent their goods or services, e.g. 'Just do it'.
4. Some brands, e.g. L'Oreal, are well known-for using _____ to advertise their products. It is important that they choose a person who is popular and will appeal to their target audience. Cheryl Cole currently features in L'Oreal's shampoo ads.
5. _____ advertising is beneficial to companies as it doesn't cost them anything and people are often more trusting of recommendations from friends and family than they are of advertising. However, this type of publicity can also spread negative views.
6. To catch shoppers' attention, small goods are often placed near the _____.
7. Creating a _____ about a product or service often drives up demand before the product is even available for sale.
8. What do the judges on *American Idol* drink? This is an example of _____. In the UK product placement is allowed in films e.g. James Bond. A recent decision means that, although previously banned, product placement will soon be allowed in TV programmes.
9. Companies will research the likes and dislikes of their _____ to have the best possible chance of creating an advert that will appeal to them.
10. Adverts only mention the positives; they _____ inadequacies or flaws.