

1 Match the definitions to the words in the box. There are two extra definitions.

ad break appeal to be aimed at consumer
launch product placement sample sponsor

- a person who buys goods or services for their own use consumer
- to give money to someone to support an activity or event
- to interest or attract someone
- a way of advertising something by supplying it for use in films or TV programmes
- a short interruption of a TV or radio programme to broadcast advertisements
- an idea that you are certain is true
- a small amount of something that shows you what it is like
- to make something available for the first time
- to make something known to a particular group of people
- very unusual or noticeable in some way

2 Complete the sentences with words from Exercise 1.

- There is too much advertising on this channel, there's an ad break every three minutes.
- The company has arranged this event to celebrate the of a new product.
- This company the City Fun Run, which helps raise money for the local community.
- I think the advert needs to be a younger age group.
- It's important to know what the think of this ad campaign.
- Did you notice all the in the film?
- We believe that this ad children but not to their parents.
- Would you like to try a from our new baking range?

3 Match the sentence halves. There are two extra endings.

- It's important for children to have a well- B
- This jewellery brand is globally
- I try to use environmentally
- This product has been scientifically
- These new water heaters are incredibly
- This website is regularly
- Do you think this brand is ecologically
- I want to be financially
- A economical and will reduce your heating bills dramatically.

- balanced diet to help them maintain their health.
- safe to use or should I get the more expensive one?
- independent from my parents as soon as I leave college.
- friendly brands of cleaning products at home.
- recognised to improve your skin condition if used regularly.
- recognised and incredibly popular.
- safe and sound after three hours of searching.
- proven to protect your skin from the sun.
- updated to keep users in touch with current events.

4 Complete the sentences with a word from the box and an appropriate second word.

ecologically environmentally financially
globally incredibly regularly scientifically well-

- It isn't scientifically proven that taking a vitamin C pill every day prevents colds.
- If I get this job I can be because it's a well-paid position.
- Katie loves wearing brands of accessories such as Burberry and Chloe.
- We encourage students to cycle to school because it's
- If you had made sure your computer was it wouldn't have crashed.
- I try to eat a diet but it's difficult when I'm travelling a lot.
- This is a new car which is to run; it hardly uses any petrol at all.
- I like to be, so take my own shopping bags when I go to the supermarket.

5 Choose the correct options.

- A:** I find all this junk mail we get really annoying.
B: Plus it's not at all ¹ environmentally friendly / incredibly economical. Just think of all the paper that is wasted with all this advertising. Not to mention the free ² samples / product placements that we throw away because they don't ³ appeal to / sponsor us.
- A:** There are too many adverts on the TV these days too. I tried watching a film last night but there were so many ⁴ ad breaks / consumers that I gave up. It's better to ⁵ shoot / stream / a film online, then you don't get any interruptions.
- B:** Why do the ⁶ environmentally safe / globally recognised companies need to keep advertising all the time? Don't they have enough regular clients who are ⁷ bothered about / loyal to their products?
- A:** They're not ⁸ concerned about / content with the consumers they've got, they are always looking for more.

1

- 2 sponsor
- 3 appeal to
- 4 product placement
- 5 ad break
- 7 sample
- 8 launch
- 9 be aimed at

2

- 2 launch
- 3 sponsors
- 4 aimed at
- 5 consumers
- 6 product placement
- 7 appeals to
- 8 sample

3

- 2 G
- 3 E
- 4 I
- 5 A
- 6 J
- 7 C
- 8 D

4

- 2 financially independent
- 3 globally recognised
- 4 environmentally friendly / ecologically safe
- 5 regularly updated
- 6 well-balanced
- 7 incredibly economical
- 8 ecologically safe / environmentally friendly

5

- 2 samples
- 3 appeal to
- 4 ad breaks
- 5 stream
- 6 globally recognised
- 7 loyal to
- 8 content with