

1 Match the definitions to the words in the box.

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

- 1 a person who buys goods or services for their own use consumer
- 2 to give money to someone to support an activity or event
- 3 to interest or attract someone
- 4 a way of advertising something by supplying it for use in films or TV programmes
- 5 a short interruption of a TV or radio programme to broadcast advertisements
- 6 a small amount of something that shows you what it is like
- 7 to make something available for the first time
- 8 to make something known to a particular group of people

2 Choose the correct options.

- 1 There is too much advertising on this channel, there's an *appeal to* / *ad break* every three minutes.
- 2 The company has arranged this event to celebrate the *launch* / *sample* of a new product.
- 3 This company *sponsors* / *appeals to* the City Fun Run, which helps raise money for the local community.
- 4 I think the advert needs to be *launched* / *aimed at* a younger age group.
- 5 It's important to know what the *samples* / *consumers* think of this ad campaign.
- 6 Did you notice all the *ad break* / *product placement* in the film?
- 7 We believe that this ad *appeals to* / *sponsors* children but not to their parents.
- 8 Would you like to try a *product placement* / *sample* from our new baking range?

3 Match the sentence halves.

- 1 It's important for children to have a well- B
 - 2 This jewellery brand is globally
 - 3 I try to use environmentally
 - 4 This product has been scientifically
 - 5 These new water heaters are incredibly
 - 6 This website is regularly
 - 7 Do you think this brand is ecologically
 - 8 I want to be financially
- A economical and will reduce your heating bills dramatically.
B balanced diet to help them maintain their health.
C updated to keep users in touch with current events.
D safe to use or should I get the more expensive one?

- E independent from my parents as soon as I leave college.
F friendly brands of cleaning products at home.
G proven to protect your skin from the sun.
H recognised and incredibly popular.

4 Complete the sentences with a word from the box and the word in brackets.

ecologically environmentally financially
globally incredibly regularly
scientifically well-

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

5 Choose the correct options.

- A: I find all this junk mail we get really annoying.
B: Plus, it's not at all environmentally friendly / *incredibly economical*. Just think of all the paper that's wasted with all this advertising. Not to mention the free ² *launches* / *samples* that we throw away because they don't ³ *appeal to* / *aim at* 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* / *sponsors* 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 *globally recognised* / *financially independent* 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 *content with* / *optimistic about* the consumers they've got, they are always looking for more.

1

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

2

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

3

- 2 H
- 3 F
- 4 G
- 5 A
- 6 C
- 7 D
- 8 E

4

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

5

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