# Advertising

VOCABULARY PRACTICE

PRE-INTERMEDIATE | A2-B1

**Name:** _____ **Date:** _____

## 1 Match each advertising word with its meaning.

| | | |
|---|---|---|
| 1 advert | ____ | a person who buys something |
| 2 billboard | ____ | b large outdoor advertising board |
| 3 leaflet | ____ | c short memorable phrase |
| 4 logo | ____ | d company name and identity |
| 5 slogan | ____ | e small printed sheet with information |
| 6 special offer | ____ | f notice that promotes a product or service |
| 7 customer | ____ | g symbol used by a company |
| 8 brand | ____ | h lower price or extra benefit for a limited time |

## 2 Complete the advertising expressions.

**advert | brand | customer | leaflet | logo | offer | slogan | billboard**

**1** watch an _____

**2** see a roadside _____

**3** read a shop _____

**4** recognise a company _____

**5** remember a catchy _____

**6** promote a special _____

**7** attract a new _____

**8** choose a well-known _____

## 3 Choose the correct word.

**1** A huge picture beside the road is a *billboard* / *leaflet*.

**2** A small paper given out in town is a *leaflet* / *logo*.

**3** A short memorable phrase is a *slogan* / *customer*.

**4** A company symbol is a *logo* / *offer*.

**5** A person who buys the product is a *customer* / *brand*.

**6** A temporary low price is a *special offer* / *slogan*.

**7** An advert tries to *promote* / *hide* a product.

**8** A familiar company identity is a *brand* / *billboard*.

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## 4 Complete the shop campaign with words from the box.

advert | billboard | brand | customer | leaflet | logo | offer | slogan

A local sports shop created a new **1** _____ for its trainers. The **2** _____ showed the shoe beside a bright company **3** _____. Its **4** _____, 'Move more!', was easy to remember. A large **5** _____ appeared near the station, and staff gave every passer-by a **6** _____. The opening-week **7** _____ included 20% off. The shop hoped each new **8** _____ would return.

## 5 Read the text. Write T (true) or F (false).

**A clear advert**

Mina's bakery wants more customers at lunchtime. Its new poster shows one sandwich, the real price and the shop address. The slogan is short: 'Fresh at noon.' The advert does not say that the sandwich is free or the best in town. Mina checks that the photograph looks like the food people actually receive. The poster is colourful, but its information is honest and easy to read.

**1** The bakery wants more lunchtime customers. T / F

**2** The poster shows several meals. T / F

**3** The price and address are included. T / F

**4** The slogan is very long. T / F

**5** The advert calls the sandwich free. T / F

**6** The photograph matches the real product. T / F

## 6 Rewrite using the word in capitals.

**1** The company symbol is easy to recognise. **LOGO** _____

**2** The short phrase is 'Fresh every day'. **SLOGAN** ____

**3** There is a lower price this week. **OFFER** _____

**4** The large roadside board promotes the cafe. **BILLBOARD** _

## OVER TO YOU

Write a **70-90 word** advert for a real or imaginary local product. Include its benefit, price or offer, place and a memorable slogan.

[ ] Use at least six target words. [ ] Give clear information. [ ] Make no false promises.

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## ANSWER KEY

### 1 Advertising words

1 **f** 2 **b** 3 **e** 4 **g** 5 **c** 6 **h** 7 **a** 8 **d**

### 2 Advertising expressions

1 **advert** 2 **billboard** 3 **leaflet** 4 **logo** 5 **slogan** 6 **offer** 7 **customer** 8 **brand**

### 3 Correct choices

1 **billboard** 2 **leaflet** 3 **slogan** 4 **logo**
5 **customer** 6 **special offer** 7 **promote** 8 **brand**

### 4 Shop campaign

1 **brand** 2 **advert** 3 **logo** 4 **slogan** 5 **billboard** 6 **leaflet** 7 **offer** 8 **customer**

### 5 Reading - suggested answers

1 **T** 2 **F** 3 **T** 4 **F** 5 **F** 6 **T**

### 6 Rewriting - possible answers

1 The company **logo** is easy to recognise. 2 The **slogan** is 'Fresh every day'.
3 There is a special **offer** this week. 4 A **billboard** promotes the cafe.

**Over to you:** Answers will vary. Check clarity, appeal and honest information.