Advertising Vocabulary

B1-PLUS · Vocabulary · WORKSHEET

Name: _____ Date: _____

1. Choose the correct word.

Choose the correct word.

1. A short phrase that is easy to remember:
   Choices: slogan / logo / banner

   Answer: _____

2. The group of people an ad is made for:
   Choices: target audience / brand / campaign

   Answer: _____

3. A famous person who is paid to promote a product:
   Choices: an endorsement / a billboard / a pop-up

   Answer: _____

4. An ad that makes you believe something untrue:
   Choices: misleading / memorable / catchy

   Answer: _____

2. Complete the sentence.

Write one word.

1. The company will ___ a new campaign next month.

2. That advert has a really ___ slogan. I can’t stop singing it.

3. Their ___ is a red circle with white letters.

4. Many brands ___ their products on social media.

3. About you.

Write about adverts you know.

1. Write about an advert you remember.

3. About you. (continued)

2. Write who the target audience is.

3. Write your opinion of the advert.