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langues/exercices/adv\_voc/nouns\_p5.jcl

advertising vocab - nouns

1. The company is showing the (1)\_\_\_\_\_ of the new model at the exhibition.
2. We built the whole (2)\_\_\_\_\_ round a well-known TV personality.
3. The (3)\_\_\_\_\_ for the exhibition has been changed from the town hall to the conference centre.
4. They do all their (4)\_\_\_\_\_ in the local supermarket.
5. Government statistics are a useful source of information for the desk (5)\_\_\_\_\_.
6. Higher fuel costs and more taxes reduce the consumer's (6)\_\_\_\_\_ income.
7. Pepsi and Coke are in aggressive (7)\_\_\_\_\_ with each other.
8. We notice a general (8)\_\_\_\_\_ towards selling to the student market.
9. They are spending a lot of advertising money to improve the company's (9)\_\_\_\_\_.
10. All sales staff have to attend a sales (10)\_\_\_\_\_ on the new product.
11. The company is launching a new (11)\_\_\_\_\_ of soap.
12. These up-market products appeal to people with an extravagant (12)\_\_\_\_\_.
13. The project is completely funded by private (13)\_\_\_\_\_.
14. They sent us a catalogue of their new (14)\_\_\_\_\_ of desks.
15. The student brought a (15)\_\_\_\_\_ of designs to show the design department manager.
16. The success of an advertisement depends on its (16)\_\_\_\_\_.
17. He gets 10% (17)\_\_\_\_\_ on everything he sells.
18. They sent in their (18)\_\_\_\_\_ for the job.
19. There is heavy (19)\_\_\_\_\_ between Samsung and Apple in the smartphone sector.
20. A consumer's (20)\_\_\_\_\_ is the amount of money they can use to spend on buying or saving.
21. With their campaign they want to (21)\_\_\_\_\_ a younger audience.
22. Coke is going to extend their product (22)\_\_\_\_\_ with a new flavour.
23. They want to beat their main (23)\_\_\_\_\_ and become the market leader.
24. We need to pay a (24)\_\_\_\_\_ to our agency for the latest campaign.
25. Demand for our leading product is again (25)\_\_\_\_\_ upwards.
26. They have issued a (26)\_\_\_\_\_ to announce the press conference.
27. Our hotel is the perfect (27)\_\_\_\_\_ for conferences

and seminars.

28. Zara has opened six new (28)\_\_\_\_\_ outlets in the country.

29. Wallmart is a huge (29)\_\_\_\_\_ in the US.

30. Vanden Borre is a big electronics (30)\_\_\_\_\_.

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advertising vocab – nouns

1. The company is showing the prototype of the new model at the exhibition.
2. We built the whole campaign round a well-known TV personality.
3. The venue for the exhibition has been changed from the town hall to the conference centre.
4. They do all their shopping in the local supermarket.
5. Government statistics are a useful source of information for the desk researcher.
6. Higher fuel costs and more taxes reduce the consumer's disposable income.
7. Pepsi and Coke are in aggressive competition with each other.
8. We notice a general trend towards selling to the student market.
9. They are spending a lot of advertising money to improve the company's image.
10. All sales staff have to attend a sales briefing on the new product.
11. The company is launching a new brand of soap.
12. These up-market products appeal to people with an extravagant life-style.
13. The project is completely funded by private enterprise.
14. They sent us a catalogue of their new range of desks.
15. The student brought a portfolio of designs to show the design department manager.
16. The success of an advertisement depends on its reach.
17. He gets 10% commission on everything he sells.
18. They sent in their quote for the job.
19. There is heavy competition between Samsung and Apple in the smartphone sector.
20. A consumer's disposable income is the amount of money they can use to spend on buying or saving.
21. With their campaign they want to reach a younger audience.
22. Coke is going to extend their product range with a new flavour.
23. They want to beat their main competitor and become the market leader.
24. We need to pay a fee to our agency for the latest campaign.
25. Demand for our leading product is again trending upwards.
26. They have issued a press release to announce the press conference.
27. Our hotel is the perfect venue for conferences and seminars.
28. Zara has opened six new retail outlets in the country.
29. Wallmart is a huge chain store in the US.
30. Vanden Borre is a big electronics retailer.