

5 Promoting products

Advertisers can promote products in different ways. Use these words to make compound nouns:

- | | | | | | |
|----------------|------|-------|-------|------|---------|
| | tour | offer | gifts | deal | loyalty |
| a. special | | | | | |
| b. sponsorship | | | | | |
| c. free | | | | | |
| d. brand | | | | | |
| e. promotional | | | | | |

Now use the expressions in the following:

- You don't normally buy this coffee.
> No, but they had a
..... at the supermarket – two jars for the price of one.
- Did you see that Pulp are playing at the Odeon next month?
> Yes, they're on a
- David Beckham has just signed a new with Adidas. It's worth more than a million pounds a year.
- The kids always want me to buy this cereal so they can get the inside!
- Tobacco companies like to catch people young. They know the meaning of !

Make five more two-word phrases using these words:

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|----------------|-----------|------|-------|--------|--------|
| | magazines | shot | names | points | prices |
| f. competitive | | | | | |
| g. glossy | | | | | |
| h. brand | | | | | |
| i. selling | | | | | |
| j. mail | | | | | |

Now use the expressions in the following:

- Silk Cut and Johnnie Walker are common that everybody recognises.
- I see that Audi have just launched a new model.
> Yes, they've started a huge advertising campaign. There are ads in all the papers and – and TV commercials every five minutes!
- We like to think that we offer quality products at
- The fact that this car is so economical is one of its major
- If you get a reply rate of 10% for a , that's good. 15% is thought to be excellent. 20% is brilliant.

