

# Advertising

USEFUL VOCABULARY FOR B2 STUDENTS.....WWW.CRISTINACABAL.COM

- To advertise /'æd.və.taɪz/
- To feature a person, a product
- To recommend a product
- To mislead
- A brand
- Advertisement /əd'vɜ:.tɪs.mənt/ , advert, ad
- A viral advert
- Advertisers
- Advertising agency
- A commercial
- Consumers
- Tricks
- A slogan
- A logo
- The jingle
- A must-have
- billboard

## USEFUL CHUNKS

- To prefer one brand over another
- To convince the public
- To airbrush a picture
- To retouch a photo
- To have an effect on the customers
- Distorted image
- To run an advertisement campaign
- To promote/recommend a product
- To make false claims about a product
- A misleading advert/commercial
- To endorse a product/ celebrity endorsement
- To deceive the public
- To create a false impression
- To withdraw a product because it is misleading
- To sue a company
- To have limited supplies of a product
- To influence someone to buy a product
- A marketing technique
- A (huge) marketing campaign
- A commercial break

- To ban a product
- Prime time viewing
- To launch a product
- The target audience
- The hype surrounding a product

