

Name: _____

Date: _____

Advertising

U	T	T	X	R	T	N	G	B	Q	S	Z	A	S	K	H	X
X	N	Y	R	C	H	P	E	R	S	U	A	S	I	O	N	M
B	E	O	E	A	K	B	X	G	M	L	O	G	O	C	K	P
L	M	H	V	G	D	A	D	V	E	R	T	C	L	A	I	M
S	E	D	O	A	M	N	Z	P	D	J	B	D	T	C	J	X
J	S	A	E	K	C	O	A	K	I	P	R	O	D	U	C	T
I	R	U	C	N	D	O	E	R	A	U	W	O	Z	I	C	K
N	O	L	I	A	U	B	P	X	B	A	T	Y	L	O	H	X
G	D	H	O	O	A	K	T	Y	Y	Q	D	G	Q	A	F	S
L	N	I	V	S	T	C	R	E	M	U	S	N	O	C	L	J
E	E	G	G	U	A	P	D	T	G	I	V	L	S	P	V	Z
R	L	T	C	A	P	M	I	E	Q	T	R	N	P	H	H	U
E	U	Q	S	R	S	N	O	I	T	O	M	O	R	P	Z	Q
T	U	T	W	S	L	I	R	X	V	A	K	R	P	K	T	K
N	Y	C	E	R	U	H	C	O	R	B	E	N	U	P	F	O
V	O	A	R	G	R	D	R	A	O	B	L	L	I	B	B	W
L	H	F	T	A	R	G	E	T	A	U	D	I	E	N	C	E

Target audience
Voiceover
Brochure
Advert
Claim
Fact
Pun

Endorsement
Promotion
Consumer
Impact
Media
Copy

Persuasion
Billboard
Product
Jingle
Brand
Logo