

Name: _____

Date: _____

Advertising

market research

generic brand

merchandising

target market

telemarketing

mass mailing

infomercial

commercial

own brand

placement

promotion

publicity

small add

branding

position

endorse

product

signage

coupon

jingle

launch

poster

flyer

price

hype



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