

Name: \_\_\_\_\_

Date: \_\_\_\_\_

# Find Words or Die

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

Institutional Advertising  
Relationship Marketing  
Reminder Advertising  
Employee Relations  
Product Placement  
Message Channels  
Coupon Plans  
Promotion  
Premium

Customer Advisory Boards  
Traffic Builders low  
Product Advertising  
Greeting Approach  
Push-pull Concept  
News Releases  
Sweepstakes  
Contests  
Source

Competitive Advertising  
Merchandise Approach  
Slotting Allowances  
Press Conferences  
Personal Selling  
Factory Packs  
Press Kits  
Feedback  
Noise