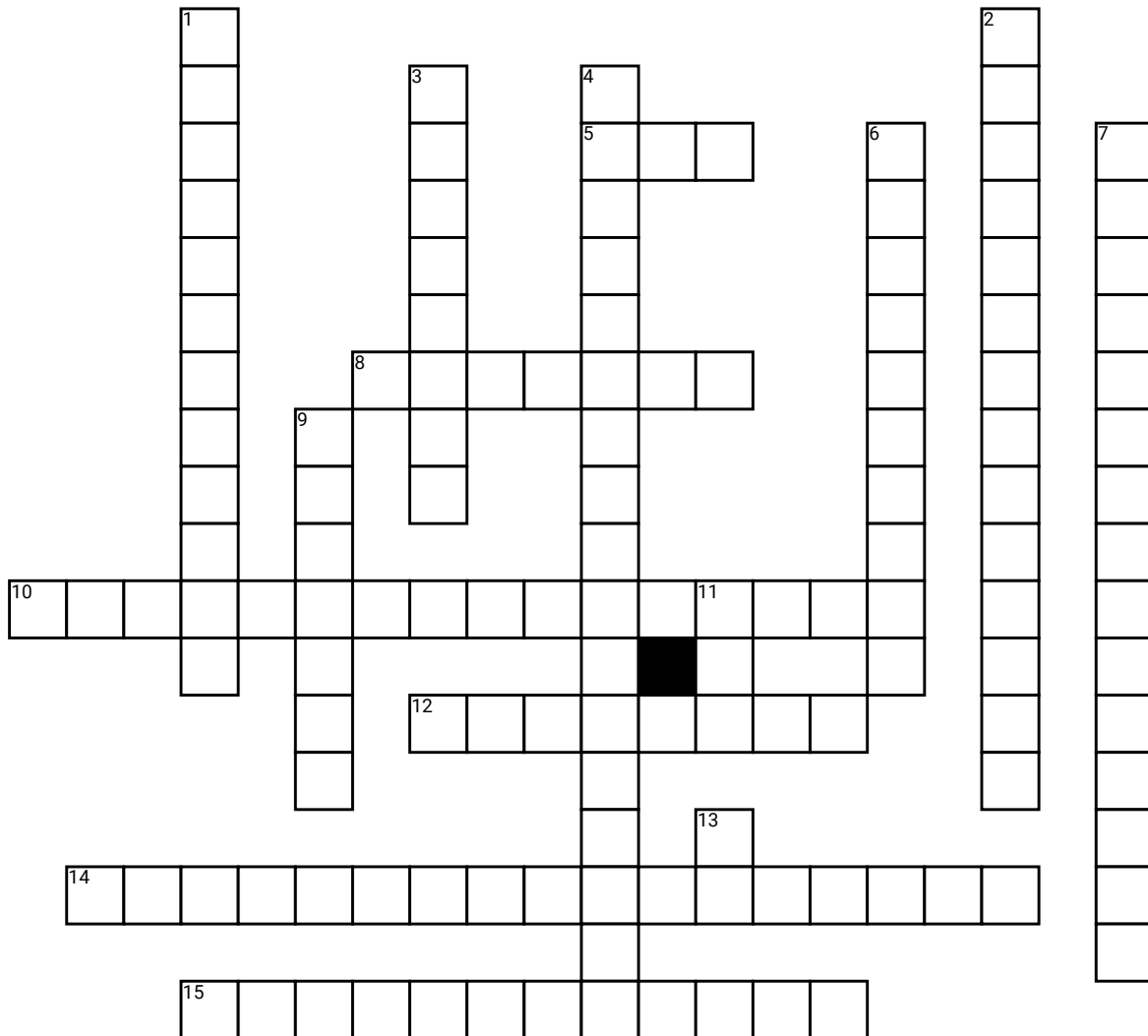


Name: _____

Date: _____

Fresh Crossword



Across

5. A strategy that involves knowing what's unique and distinct about a brand and using that to market it (abbr.)

8. The "big idea" behind a given marketing element or campaign.

10. An individual whose job is to talk to both the advertising agency and the client.

12. Static graphics, videos, and other media used for digital advertising.

14. A firm that creates and produces ads then places the ads at the right place in accordance to their client's marketing communications plan.

15. How attached a consumer is to a brand.

Down

1. The written equivalent of the sales close, inciting the prospect to take a specific action in exchange for a specific offer.

2. Consumers grouped according to characteristics that they share.

3. The text of a given piece of copy, as opposed to other written elements such as headlines, subheads, captions, etc.

4. An advertising agency that offers marketing and communication in all forms of media promotions.

6. A person who writes copy for ads and helps to think of ideas for advertising campaigns.

7. A type of marketing that wants a direct and immediate interaction with its market.

9. A space between letters in a word.

11. Years since Fresh started

13. Finished artwork (abbr.)