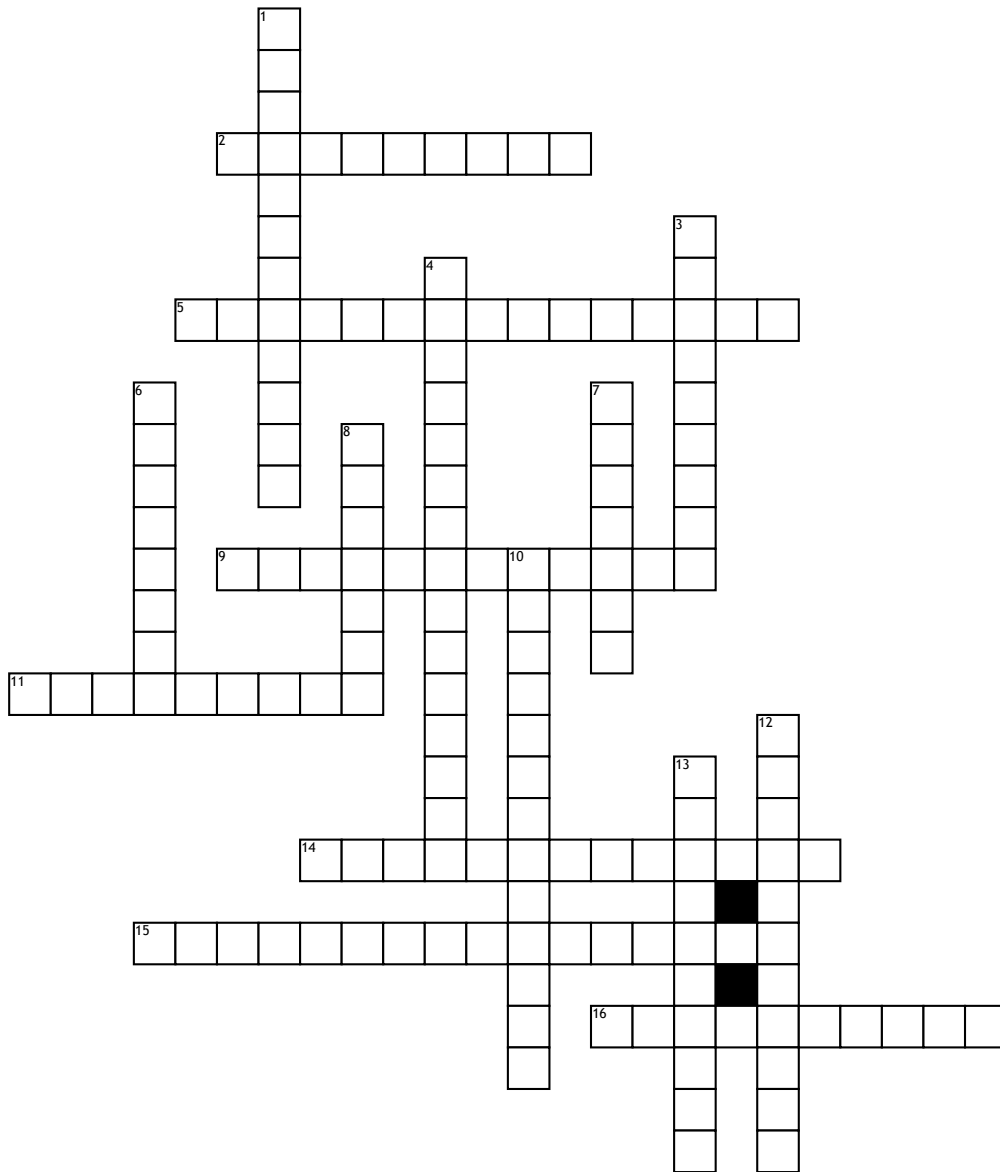


Name: _____

Sports & Entertainment Promotion



Across

- 2. Number of times customers are exposed to media
- 5. In-person, face to face communication
- 9. Maintaining a similar dollar amount or frequency of advertising as that of competitors
- 11. Responsible for maintaining relationships with the public and news media
- 14. Sales promotion directed at the final consumer

15. Related to advertising but more discreet

16. When an unknown person or film is propelled into the spotlight by fans

Down

- 1. A fake grass roots effort
- 3. When the largest viewing audiences watch TV
- 4. Additional incentives offered for a limited time to encourage consumers to buy a product
- 6. Customers' positive feelings about a business

7. The theme of an ad

8. When advertising has lost effectiveness

10. A promotion where a few online mentions turn into a real buzz about a movie or event

12. A paid form of communication delivered by a seller to a consumer

13. Sales promotion directed at members of distribution channel